

“Moving, uplifting, engaging, and inspirational!”

Gerhard Gschwandtner, Founder & CEO, Selling Power Magazine

Roderick Jefferson

Stroke of Success

Why Climbing the Ladder Could Cost You Everything and What to Do Instead



The Promise

Your top performers are relentlessly prodded and motivated to chase the next epic milestone. Few are trained to recognize when this pursuit is quietly eroding everything else.

After surviving a near-fatal stroke with only a 2% chance of survival, Roderick Jefferson delivers a powerful, real-world perspective on what success actually costs and how to pursue it without losing what matters most.

This is not about “slowing down.” It’s about making the right decisions before consequences make your next choices for you.

Clear Audience Outcomes

- A practical model for sustaining peak performance without burnout
- Greater clarity on priorities that drive both powerful results and sustained well-being
- A framework for recognizing and managing hidden trade-offs
- Immediate shifts in how you as a leader define and pursue success

Why This Talk Matters Now

Your highest performers are often your most at risk. The same behaviors that drive wins are often the ones that quietly lead to burnout, disengagement, and long-term loss.

Roderick’s story cuts through abstraction. It provides a visceral, credible wake-up call backed by lived experience: one that resonates with executives, teams, and emerging leaders alike.

PROGRAM SNAPSHOT

- **Keynote Title:** *Stroke of Success*
- **Length:** 45–60 minutes (customizable)
- **Format:** Keynote / Breakout / Virtual
- **Audience Size:** Scalable from 50 to 5,000+
- **Customization:** Tailored to audience and industry

Roderick works with each client to align this message to their specific culture, challenges, and strategic priorities.

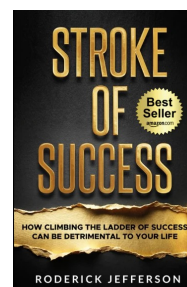
“Roderick’s story is a gut check. A reset. A reminder that success means nothing if it costs you everything else.”

John Barrows, CEO, JB Sales

A Powerful Path Forward

In *Stroke of Success™*, Roderick shares the moment everything changed and what it revealed about the true cost of ambition.

The book challenges conventional definitions of success and outlines a more sustainable path forward, one that preserves performance, health, and relationships.



Available at roderickjefferson.com

“Roderick exemplifies the power of a positive mindset in so many ways. His ability to reframe his experience as an opportunity for him to learn new things in a new way is a testament to the idea that ‘all things are possible to those who believe!’”

Mark Magnacca, President & CEO, Allego





Who is Roderick Jefferson?

Roderick is a globally recognized executive, transformational speaker, and thought leader in go-to-market enablement and leadership.

He has worked with some of the world's most respected organizations, helping leaders and teams perform at the highest levels.

Today, his message extends beyond performance, focusing on how to achieve success in a way that is sustainable, intentional, and complete.

Roderick's not just a survivor with a story, but a necessary voice for high-performance cultures.

Who this Message Will Help

- Executive and leadership teams
- Sales organizations and high-performance cultures
- Conferences focused on leadership, growth, and well-being
- Associations and professional speaker audiences

“Roderick reminded me that resilience isn't about pushing harder, it's about realigning your life with what truly matters!”

Founder & CEO, Big Friends Consulting

Organizations Roderick has Helped



Roderick's Keynote/ Workshop Topics

Stroke of Success is one of several programs Roderick can tailor to your audience's unique needs. Other programs include:

- Leveraging AI to Increase Revenue
- How to Convert Prospects into Customers
- Culture is what Happens when No One is Watching
- Killing "The Way We've Always Done It"

BOOK RODERICK TODAY!

*If your audience is driven to perform, they deserve more than a speaker.
They deserve an **EXPERIENCE.***

Roderick Jefferson & Associates

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