Matt Silverman, JD, LLM

THE BLUEPRINT ORGANIZATION
ACTIVATE YOUR NETWORK

Speaker Packet

The Champions Advantage

Influence That Activates Organizational Culture & Change

How can leaders transform ideas and initiatives into shared ownership across an entire organization?

In this engaging presentation, Matt Silverman shows leaders how building a network of champions within their organization can help big ideas to spread, take hold, and gain momentum. Participants learn how to harness trusted voices within their teams to reinforce priorities and build culture.

Drawing on research in organizational psychology, social influence, and innovation adoption, participants explore why some ideas naturally gain traction while others stall despite strong leadership support. The session introduces a practical framework for identifying influential team members, recruiting and equipping them as champions, and creating a network that connects leadership strategy with frontline insight.

Through real-world examples and a clear implementation roadmap, participants will gain a practical approach for utilizing influence to strengthen culture and ensure that initiatives do not simply launch but grow and sustain throughout organizations.

Learning Objectives

- Explain the psychology behind how ideas, behaviors, and innovations spread within organizations
- Identify informal influencers within the team and assess their potential role as internal champions
- Design a champions network structure aligned with organizational culture and leadership priorities
- Apply influence strategies that encourage peer-level adoption of initiatives and organizational values
- Develop methods for recruiting, training, and supporting champions
- Implement engagement practices that sustain momentum and participation
- Evaluate the effectiveness of a champions network using measurable organizational outcomes

Matt Silverman, JD, LLM
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SUGGESTED AUDIENCE:
Corporate and Organizational Leaders

SUGGESTED FORMAT:
Partial and Full Day; Keynote, Lecture, Workshop

Champions Network Architect.
Influence Multiplier. Culture Builder.

Leaders invest significant effort to develop strategies, initiatives, and priorities intended to improve performance and strengthen culture. Yet translating those ideas into shared ownership and consistent action across teams, departments, and locations is often far more difficult than launching the initiative itself.

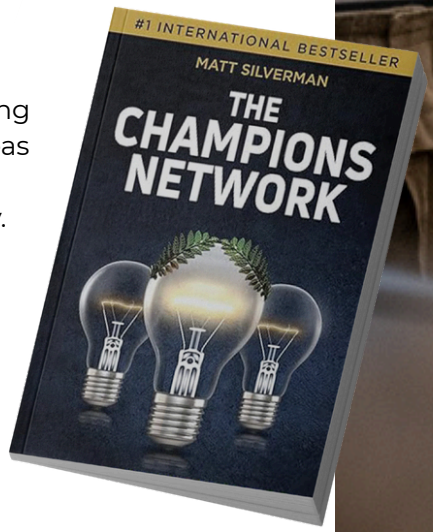
Matt Silverman helps leaders close that gap.

Matt is an international speaker, author, consultant and attorney. He is recognized as a leading authority on building Champions Networks and developing strategic blueprints to expand influence, spread ideas, and strengthen organizational culture.

With nearly twenty years of experience, Matt has worked with Fortune 500 companies, global law firms, government agencies, academic institutions, and nonprofits.

As the CEO of The Blueprint Organization, Matt works with companies across industries to build Champions Networks that strengthen communication, align teams around leadership priorities, and turn strategy into shared momentum. He is the author of the internationally best-selling book *The Champions Network: A Blueprint to Expand Your Influence and Spread Big Ideas in Any Organization.*

Matt is a former President of the National Speakers Association (NSA) Arizona Chapter. Known for his engaging and personable speaking style, he translates complex ideas about influence, culture, and organizational change into practical frameworks that leaders can immediately apply.



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Testimonials

"Matt Silverman's insightful presentation on the value of champions networks was truly impactful for our organization's network of compliance leaders. His expertise, engaging delivery, and ability to anchor his message to captivating examples and current events brought his message to life and equipped us with actionable strategies to fortify our organization's culture of ethics and compliance."

Melissa Barris, Senior Manager;
The Home Depot, Corporate Compliance and Ethics

"Matt brings a depth of knowledge, tells interesting stories, and entertains at the same time."

Tim Faherty, VP Sales & Marketing;
Ethics Suite

"Talent, backed by persistence, is an irresistible force. Matt has shown the truth of this proposition."

Joe Murphy, Editor,
Compliance and Ethics: Ideas & Answers

Presentations *(Partial Listing)*

American Conference Institute
Compliance Podcast Network
Compliance Week
Dental365
Georgetown University
Home Depot
Hospitality Law Conference
Ingredion
International Compliance Professionals Association
Meeting Professionals International Arizona Sunbelt Chapter
National Council on International Trade Development
Oil & Gas Supply Chain Compliance
Practising Law Institute
Prospero Events Group
Society of Corporate Compliance and Ethics
University Risk Management & Insurance Association

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