

ROBERT LAWSON JR.

TURN PRESSURE INTO PERFORMANCE.

THE WAY WE W.I.N. / FROM STUCK TO STARTED

Robert helps leaders, teams, students, and people in transition recognize their worth, build resilience, and take the next meaningful step.

PURPOSE / LEADERSHIP / RESILIENCE / HUMAN PERFORMANCE

Real experience. Human connection. A practical framework people can use immediately.



THOUSANDS

CANDIDATES AND
PROFESSIONALS INTERVIEWED

HUNDREDS

SALESPeOPLE AND
LEADERS TRAINED

DOZENS

HELPED REACH SIX-FIGURE
ANNUAL EARNINGS

3+

COMPANIES HELPED SURPASS
\$1M IN MONTHLY REVENUE

SIGNATURE EXPERIENCES

01 THE WAY WE W.I.N.

FROM STUCK TO STARTED

A high-impact keynote that turns Worth, Integrity, and the Next step into clarity, ownership, and meaningful action.

02 TALK THAT TALK

TURN NEGATIVE THOUGHTS INTO POSITIVE ACTION

A practical reset for the internal language that shapes confidence, relationships, leadership, and results.

03 BUILT UNDER PRESSURE

RESILIENCE, DISCIPLINE, AND LEADERSHIP

A real-world message about turning setbacks into momentum, stronger choices, and purpose-driven performance.

REAL EXPERIENCE. HUMAN CONNECTION.

From Compton to corporate leadership, classrooms, and communities, Robert brings lived experience, honest stories, and a message that meets people where they

AUDIENCE IMPACT / VIDEO TESTIMONIAL

"Robert connected with our students through relatable, engaging stories. He made a genuine impact, and his passion for making a difference in young people's lives

RICHARD JIMENEZ, M.S., B.S. / ATHLETICS DIRECTOR
VISTA CHARTER SCHOOLS

LINKEDIN RECOMMENDATION

"Robert is one of the best leaders I have worked with."

KENNETH MANESSE / MANAGING PARTNER

LINKEDIN RECOMMENDATION

"If you're lucky enough to work with Robert, you'll find your business in good hands."

JOE LEWIS

MAKE THE NEXT ROOM A WINNING SEASON.

Corporate events / Conferences / Leadership retreats / Schools / Communities

ROBERTLAWSONJR.COM

WATCH / EXPLORE
INQUIRE

