

**COLBY GOODMAN**

Keynote Speaker & Strategist

# Impossible to Leave

*How the REV Method Builds Cultures and Customer Relationships That Last*

## Overview

---

Most organizations spend enormous energy trying to attract customers and recruit great people. The real challenge, the one that quietly undermines growth, culture, and competitive advantage, is keeping them.

Not because they're delivering poorly. Because the people they serve have stopped feeling what they're worth.

In Impossible to Leave, Colby Goodman makes the case that the same human dynamic driving customer churn is driving employee turnover, and that both are symptoms of the same gap: the distance between the value an organization delivers, and the value people actually feel. Drawing on the REV Method™ - a framework built around Relevance, Experience, and Value - this keynote gives leaders the lens to close that gap permanently, for both the customers they serve and the people they lead.

The result isn't just better retention. It's an organization that compounds; one where the people who feel something become the people who recruit for you, defend you, and can't imagine going anywhere else.

*"Tangible value lives on a spreadsheet. Perceived value lives in the heart. And when it comes to whether someone stays — perceived value wins every time."*

## Audiences Will Leave Able To

---

- Identify the gap between the value their organization delivers, and the value customers and employees actually feel, and understand why that gap is where loyalty goes to die.
- Apply the REV Method™ (Relevance, Experience, and Value) to both customer experience and employee culture simultaneously.
- Reframe retention as the floor, not the ceiling, and understand how felt value becomes an acquisition strategy and an evangelist-building engine.
- Ask the one question that changes how they design every customer touchpoint and every employee experience: not 'what are we delivering?' but 'what are we making people feel?'
- Leave with a specific first step to take before the week is out.

## Best For

---

Business leaders, customer experience teams, HR professionals, and culture builders across industries who are delivering real value and still losing people they can't afford to lose. Ideal for corporate conferences, leadership summits, sales kickoffs, and annual meetings where the audience is responsible for both the customer relationship and the employee experience.

Particularly powerful for organizations navigating growth, talent retention challenges, or the shift from transactional to relationship-driven business models.

## Delivery Style

---

Conversational and direct: equal parts provocation, personal story, and practical framework. Colby speaks peer to peer, not from a pedestal. The tone shifts deliberately across the arc: uncomfortable at the opening, empathetic through the diagnosis, energizing through the framework, and charged at the close. Audiences consistently describe the experience as feeling seen before feeling equipped.

## Logistics Snapshot

---

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Length: 45–60 minutes</li><li>• Format: Keynote or half-day workshop</li><li>• Audience Size: 25–2,500+</li></ul> | <ul style="list-style-type: none"><li>• Customization: Tailored to industry, audience, and event goals</li><li>• Based in Seattle, WA</li><li>• Available for events worldwide</li></ul> |
|---|--|

Colby Goodman is a keynote speaker and growth strategist helping organizations understand why people stay, buy, and belong — and how to design experiences that make them do all three. Known for his engaging delivery and research-driven insights, he equips audiences with practical frameworks they can apply immediately.