

Media Kit

Reden

Dionisio

Executive Coach, Keynote Speaker,
Leadership Strategist



Pursue Progress,
Prioritize Purpose™



Meet Reden

Helping Business Leaders take ruthless control of their time, energy, and purpose, empowering them to lead with clarity at work and at home.

First and foremost, Reden is a proud Girl Dad to two girls, Husband to a beautiful Wife, and a Servant Leader of God.

Reden is a Leadership Development Expert, Navy Chief (Ret.), and Certified Maxwell Leadership Coach who helps business leaders, entrepreneurs, and parentpreneurs lead with clarity, resilience, and purpose.

After serving for over 21 years serving as a Hospital Corpsman with multiple combat deployments to Iraq and Afghanistan, Reden knows firsthand that leadership is not about titles; it's about intentional action under pressure.

Today, he equips high-achieving professionals to stop drifting and start directing their time and energy with purpose through his signature frameworks; the IMPACT Brief™ and the Pillars of Intentional Leadership.



Signature

Topics

SIGNATURE TOPICS

- ✓ **From Busy to Bold: How Leaders Prioritize What Matters Most.**

Outcome: Leaders learn how to replace burnout and busyness with clarity, focus, and intentional execution using Reden's IMPACT Brief™ framework.

Overview: Burnout doesn't mean you're weak, it means your priorities need a mission plan. Learn how to transform chaos into clarity using the IMPACT Brief™, a simple system that helps leaders organize, prioritize, and execute what truly matters.

Best For: Executives, leadership teams, entrepreneurs, associations, conferences.
- ✓ **Vision Under Fire: Leading with Clarity When the Stakes Are High.**

Outcome: Leaders develop the ability to stay calm, confident, and decisive under pressure; even in moments of uncertainty and high stakes.

Overview: When the pressure's on, leaders don't rise to the occasion, they fall to their level of preparation. In this talk, Reden shares battlefield-tested lessons for staying calm, confident, and clear even in corporate combat zones.

Best For: Executive audiences, senior leaders, change-driven organizations, high-stakes industries.
- ✓ **Align to Rise: How Resilient Leaders Build Energy, Systems, and Trust.**

Outcome: Leaders learn how to align people, processes, and purpose to build resilient teams, restore energy, and create sustainable performance.

Overview: Alignment is the fuel of high-performing teams. This session helps leaders realign people, processes, and purpose. By doing so, they unlock sustainable performance and trust.

Best For: Leadership development programs, culture initiatives, team retreats, organizational offsites.

Drift is the silent killer of purpose. The IMPACT Brief™ is the antidote, helping high performers move from overwhelmed to overcome so they can lead with clarity and alignment, in business and at home.

Choose One Aligned Action Daily!

SIGNATURE QUOTES

"Purposeful planning powers prosperous outcomes."

"Systematize to optimize."

"Struggle is growth; stalling is surrender."



POTENTIAL INTERVIEW QUESTIONS

You talk about “drift being the silent killer of purpose.” How do leaders recognize when they’ve started to drift and how can they correct course?

What does intentional leadership look like in practice when everything feels urgent?

You developed the IMPACT Brief™; what inspired it, and how can it help overwhelmed leaders regain clarity?

How did your military experience shape the way you lead and coach today?

Many leaders say they want balance, but you talk about alignment instead. What’s the difference?

What’s the biggest mistake leaders make when trying to build resilience and how do you fix it?

What does “Choosing One Aligned Action Daily” look like for someone who feels stuck or burned out?



Media Experience

Reden's insights on leadership, growth strategies, and resilience have been featured in INC Production Company, VetSocial 2025, Military Families Magazine, Feedspot's Top 15 Dad Blogs, Podcast Magazine, and more. He's also the host of an award-winning podcast recognized at the inaugural Veteran Podcast Awards.

Reden's message is simple but transformative:

"Choose One Aligned Action Daily."



THE UNIVERSITY OF TEXAS AT SAN ANTONIO



PLATFORM SIZE

Total Audience Reach: 6,200+

Podcast Appearances: 10+

Podcast Host: Award-winning show on leadership, fatherhood, and resilience

Audience: High-achieving professionals, parentpreneurs, veterans, and leadership teams



Who Brings Reden In?



WHO BRINGS REDEN IN?

- ✓ Organizations with strong leadership on paper but disengaged execution.
- ✓ Companies scaling quickly and struggling to maintain team cohesion.
- ✓ Executives, VPs, and founders who feel burned out, reactive, or unclear on what really matters.
- ✓ Senior leaders who want to stop procrastinating purpose and start living it.
- ✓ Leadership development programs looking to upgrade culture from within.



Testimonials



I highly recommend Reden if you're looking to grow as a person. He is very knowledgeable and is personally invested in your growth professionally and even outside your profession. He provides insights to be able to help achieve your goals and delivers in a manner that makes you only want to be better. If he has another workshop don't miss out. **Wilmar Custodio, Senior Manager**



Reden demonstrates a natural ability to lead as exhibited by his numerous accomplishments over his military career. His attitude, character and work ethic are contagious to his peers and those in his charge. His moral and ethical character is exemplary of a consummate leader committed to the development of all personnel. **Mike Bove Rahming, Public Health Manager**



Just wanted to give a shoutout to Reden for hopping on the phone with me for a strategy session to figure out what I need to get my fitness business off the ground. His feedback was the most helpful because he helped me realize that I need to narrow down my niche even more than I've already done. **Katelyn Miller, Women Crush Weights**



Just want to give a shoutout to Reden for being there for us from day one when we started. Just a few short months later we are rocking and rolling our very own apparel line, supplement line, and just another week or two away from dropping our first online ebook/content! Thanks again! Let us know if you need anything brother! **Jesse Calvert, Alabama Fit Tribe**



Reden is a passionate and charismatic leader and coach. Do you have some issues in your personal life or business, and need that one on one time with a professional with the bona fides to help suss out a solution or build a better you? Look no further then Reden! He has done, and continues to do the work to build his toolbox and fill it with the appropriate tools that will perform the best! I often say, that a person can do great things when one realizes what their weaknesses are. Leverage the talents of Reden and watch your business, relationships and life flourish as a result. **Paul Mattke, Financial Professional**

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SHOWS, AND MAGAZINES LIKE:



PODCAST MAGAZINE PRESENTS **THE BEST**

VETERAN HOSTED PODCASTS

This month we are honoring the top vets in podcasting as voted by YOU—the podcast fans. The votes are tallied, and we're pleased to announce the top 25 veteran hosted podcasts.

1	JOCKO PODCAST	13	THE TRUTHS WE HIDE PODCAST
2	COMBAT DIVES PODCAST	14	VETERANS CHAMBER RADIO SHOW
3	VETERANS BE REAL	15	BRAVE & FAITHFUL
4	LIFE TRANSFORMATION RADIO	16	CIVILIZATION
5	THE KINGDOM CROSS RADIO PODCAST	17	WOMEN OF THE MILITARY PODCAST
6	LIBERTY RISK PODCAST	18	CLEARED HOT
7	AMBITIOUS VETS	19	VETERANS TRANSITION SUPPORT
8	YOUR WHY POWERS YOUR NOW	20	DISORIENTED DOGS PODCAST
9	KNUCKLEHEAD PODCAST	21	ENTREPRENEURS ON FIRE
10	LEGACYCAST	22	FREE RANGE AMERICAN
11	THE NONPROFIT ARCHITECT PODCAST	23	ON THE DL
12	THE MILITARY VETERAN DAD PODCAST	24	THE HOARDING SOLUTION
		25	WAR STORIES OFFICIAL

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LETS TALK IMPACT

Bring Reden in to spark real change. Whether you're navigating rapid growth, leading through crisis, or looking to unify your culture – he brings the clarity, energy, and strategy your leadership needs now.

BOOK REDEN

For keynotes, corporate workshops, private leadership intensives, or coaching sessions.



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Please feel free to reach out for any questions.

Get in Touch!

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