



Media Kit

Judd Shaw

Keynote Speaker • Best Selling Author • Founder

The Case for Authentic Leadership

Judd Shaw built one of New Jersey's most successful law firms and has led it for more than two decades. When a personal reckoning forced him to confront the leadership habits that had driven that success, he didn't walk away. He changed how he led.

Two years after that shift, an anonymous employee satisfaction survey documented the change:

53%

increase in employees feeling trusted to decide how they do their work

40%

increase in employees feeling heard, with their ideas considered and implemented

35%

increase in perceptions of integrity, teamwork, and collaboration

54%

increase in employees saying processes work efficiently

These aren't culture program metrics. They are signals of something structural: greater trust, clearer expectations, shared responsibility. The conditions that change how people collaborate, make decisions, and stay.

That work is what Judd brings to the stage. And it's what makes his position in the conversation about authentic leadership different from most: he didn't arrive here through theory. The data exists. The before and after is documented. The firm is still thriving.

[Read the full story](#)

Authentic leadership may be the most underutilized competitive advantage in uncertain markets. Judd Shaw can prove it.

Why Judd

Most speakers working in authentic leadership draw from research, other organizations' case studies, or personal experience that predates their speaking career. Judd's proof is different.

He built and still leads the organization. He did the personal work that changed how he showed up as a leader. When he brought that shift back into the firm, the results surprised even him. And he measured them, inside a high-performing firm with real stakes, real employees, and real outcomes.

Very few speakers can claim that level of lived leadership, measurable transformation, and continued operational accountability. That is the foundation of everything he brings to the stage.



Judd's workshop was truly transformative. Thoughtful, prepared, and deeply insightful, he guided our team through a powerful deep dive. His ability to ground us, challenge us, and inspire us in equal measure was remarkable. He not only helped us refine our vision but equipped me to be a stronger leader."

Bridgett Burrick Brown

Founder, Beyond Beauty Project

Short Bio

Judd Shaw is a keynote speaker, best selling author, and founder whose work sits at the intersection of authentic leadership, organizational culture, and human connection.

For more than two decades, he has built and led one of New Jersey's most successful law firms. The firm was already thriving when the personal work he did to transform his own leadership changed how the entire organization operated. Then he measured the shift.

That experience is the foundation of everything he brings to the stage. He takes the room as someone who has lived what he's talking about: present, direct, and attuned to what the people in front of him are actually navigating. Every talk is tailored to the specific terrain of the organization, because the most useful conversation is never the generic one.

He is the author of *How to Live Authentically*, host of the Behind the Armor podcast, founder of Brave Ideas Company, and the president of Judd Shaw Injury Law.

Extended Bio

Judd Shaw is a keynote speaker, best selling author, and founder who works at the intersection of authentic leadership, organizational culture, and human connection.

For more than two decades, Judd has built and led one of New Jersey's most successful law firms. By every external measure, the organization was a success. His face was on billboards across the state. The firm was thriving. Clients were well served. The team was delivering. But a personal reckoning forced Judd to look at himself honestly, and the inner work that followed changed how he showed up as a leader. When he brought that shift back into the firm, his team didn't just accept it. They preferred it. And the organization got measurably better. Retention strengthened. Decision-making clarity improved. Trust accelerated execution.

Through that process, Judd came to see something he now brings to every organization he works with: something doesn't need to be broken to be made better. When leaders begin to operate more honestly, not more perfectly but more presently, something measurable changes in the culture around them. The leadership habits that build a high-performing organization are not always the ones that take it to the next level.

He measured what shifted. The results documented inside his own organization form the evidentiary foundation of his work: authentic leadership is not soft. It is brave. And it is the infrastructure of sustainable, high-performing culture.

His keynotes are built on that proof. Tailored to the specific moment an organization is in and grounded in a conviction he can back with data: the leaders who will define the next decade are not the most charismatic ones. They are the ones who can tolerate uncertainty without abandoning integrity.

Judd is the author of *How to Live Authentically: The Surprising Cure for Loneliness and Disconnection*. He is the host of the Behind the Armor podcast, the founder of Brave Ideas Company, and the president of Judd Shaw Injury Law. He also writes the *Sterling the Knight* children's book series.



The Brave Space

Authentic leadership as the infrastructure of high-performing culture

High-performing leaders are rarely afraid of hard decisions. They are afraid of the pause before the decision. The moment where certainty hasn't formed yet, but the room is watching. Not because they lack courage, but because the habits that made them successful have become the default. Projecting certainty. Forcing outcomes. Performing strength. Avoiding the messy middle. Those habits build organizations and drive results. They also quietly limit range, reduce dissent, and create internal friction that compounds under pressure.

Judd Shaw knows this firsthand — not from research, but from rebuilding one of the most successful law firms in his region by redefining how leadership operates under pressure. He shifted how he showed up, brought that shift to his team, and measured the results over two years through anonymous employee surveys. The impact was clear.

This keynote names that pattern and offers something more useful than inspiration: a framework for the specific leadership condition required for authenticity to operate under pressure. The Brave Space is not a mindset exercise. It is the structural condition that determines whether honest leadership can actually emerge in a room, and whether the culture around a leader will reflect their values or merely their defaults.

The Brave Space is operationalized through a three-part leadership discipline:

Notice when your instinct is to rush, control, or shut down.

Stay long enough for honesty, dissent, and clarity to surface.

Choose a response aligned with values, not self-protection.

This discipline is designed to be repeated without a facilitator in the room. It gives leaders and teams a shared practice they can return to in any high-stakes moment — in meetings, high-stakes decisions, difficult conversations, and the uncertain moments between them.

Organizations don't fail because their leaders lack intelligence or ambition. They plateau because the leadership habits that drove early performance create internal friction that compounds over time. This session gives leaders the awareness to recognize that friction and the framework to reduce it. So that what they've built can go where they need it to go next.

This is the keynote for organizations that have outgrown inspiration and need infrastructure.

Audiences Gain

- A repeatable three-part discipline — Notice, Stay, Choose — that teams can operationalize immediately
- A framework for creating the conditions where honest leadership can emerge
- Tools for navigating uncertainty without defaulting to false certainty
- Greater alignment between values, behavior, and decision-making under pressure
- Practical strategies for building cultures that can tolerate the tension required for real growth

Best For

Senior leaders Executive teams Leadership development programs

Organizations navigating transition or scale

Signature Keynote

The Power of Authentic Connection

The Surprising Cure for Loneliness and Disconnection

From the outside, Judd's life looked successful. He was a thriving attorney, leading a growing firm, building a public profile. On the inside, he was privately struggling. Behind the performance and achievement lived isolation, addiction, and a growing disconnection from himself and the people closest to him.

This keynote is the story of what happened when the distance between who he appeared to be and who he actually was became too great to sustain. Judd shares his journey through addiction and recovery, the identity patterns that kept him stuck, and the rebuilding process that transformed how he lives, leads, and connects.

Drawing from his book, *How to Live Authentically*, he introduces The Connection CURE, a practical path for moving from isolation to alignment. Not through willpower. Through honesty, self-awareness, and the courage to ask for help.

This is not a talk about addiction alone. It is about the universal experience of looking composed on the outside while struggling internally. It speaks to professionals, leaders, and individuals who feel alone in rooms full of people, and offers a disciplined, actionable way back to authenticity.

If loneliness and disconnection are the problem, connection is the cure..

Audiences Gain

- A lived example of recovery that includes the setbacks, not just the breakthrough
- A practical framework for understanding how disconnection drives suffering and how connection heals it
- Insight into how coping mechanisms quietly replace one form of hiding with another
- Permission to rewrite their own story, without shame

Best For

Mental health conferences Treatment and recovery spaces Healthcare systems
Education HR wellness events Organizations invested in well-being



The topic echoed so much into what I see both in my professional life and my personal life. I took a lot from this presentation and it was super entertaining as well.”

Attendee

Fort Worth Human Resources Summit

The Experience

Judd's keynotes are not lectures. He takes the stage and holds the room through presence and conviction. No safe distance between what he's saying and how he's saying it. The medium is deliberate: you cannot talk about authentic leadership as performance infrastructure from behind a performance of it.

Every engagement is shaped around what the organization is actually facing. Judd works with clients before the event to understand the specific terrain: not just the theme, but the tension underneath it. What's at stake? Where is leadership being tested? What do people need language for? The talk is built from there.

He creates the conditions where leadership clarity emerges and provides the framework to sustain it.

Pre-Engagement Alignment

A conversation to understand the organization's specific context: what's working, what's strained, and what the audience most needs. The talk is shaped from there, not from a template.

The Keynote

Presence-led, tailored to the room, and grounded in frameworks audiences can act on. Audiences are not lectured at. They are brought into a conversation. They leave with language, clarity, and a framework they can put to work.

Post-Keynote

The conversation doesn't end when Judd leaves the stage. Follow-on resources, book availability, and optional facilitated discussion help ensure the experience translates into lasting change.

Formats

Every format is built on the same operationalized framework — Notice, Stay, Choose — and the model scales from a 60-minute keynote to an enterprise-wide culture initiative.

Keynote (45–90 minutes)

Extended keynote (up to 2 hours)

Keynote + facilitated discussion

Half-day workshop

Full-day workshop

Stage Introduction

There is a parable our next speaker tells about a man who falls into a hole. A doctor walks by and drops a prescription. A priest walks by and drops a prayer. Then a stranger walks by and jumps in. The man says: "What are you doing? Now we're both stuck." The stranger says: "Yeah, but I've been down here before. And I know the way out."

Judd Shaw has been in the hole. He built one of New Jersey's most successful law firms. From the outside, it looked like he had everything figured out. He fell apart quietly behind the image of it. What he built from that experience became the center of the work he now brings to the stage: that authentic leadership is the competitive advantage most organizations overlook.

He is a keynote speaker, the best selling author of *How to Live Authentically*, host of the Behind the Armor podcast, and the founder of Brave Ideas Company. He speaks from inside the experience, not from the other side of it.

Please welcome Judd Shaw.

Selected Work

Judd Shaw Injury Law

Founder and President

More than two decades leading the firm where the leadership principles Judd speaks about were developed, tested, and measured in real conditions with real consequences.

[Visit Judd Shaw Injury Law](#)

USA TODAY Bestseller

How to Live Authentically

The Surprising Cure for Loneliness and Disconnection — Author

The book that extends the keynote conversation beyond the event. Part memoir, part framework. It traces the personal transformation that changed how Judd leads and the principles that made the organization measurably stronger. For organizations, it gives teams a shared language for the work. Available for individual and bulk purchase.

[Explore the book](#)

Brave Ideas Company

Leadership and Culture

Advisory — Founder

Workshops, coaching, and consulting for individuals and organizations building the capacity for authentic leadership: greater self-awareness, deeper connection, and more honest conversations at every level.

[Visit Brave Ideas Company](#)

Behind the Armor

Podcast hosted by Judd Shaw

Conversations about what people carry behind their roles, titles, and expectations, and what becomes possible when they begin to share their real stories.

[Listen to the Conversations](#)

Judd⚡Shaw

Keynote Speaker • Best Selling Author • Founder

Based in Florida

Travels Nationwide from the Tampa area

Technical Requirements

Wireless lavalier mic • AV capability for supporting media •
Confidence monitor with timer preferred • 60-min soundcheck •
No podium preferred • Water on stage

To inquire about booking Judd
for your next event, contact:

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