

Rocky Garza

Leadership Expert & Advisor to 8-Figure CEOs

Please contact a GDA agent for information.

Topics

- Communication
- Disruption
- Emotional Intelligence
- Employee Engagement
- Entrepreneur
- Ethics / Values
- Faith / Spirituality
- Generational Issues
- Hispanic/Latino/Chicano/Xicano
- Influence
- Inspiration / Achievement
- Leadership
- Mindfulness
- Personal Growth

About Rocky Garza

As a trusted advisor to 8-figure CEOs, Rocky Garza's work is built on a powerful belief: "Who you are is good." With a focus on personal and professional transformation, Rocky helps leaders align their purpose with action to reach their goals and establish sustainable growth.

Rocky is a highly sought-after keynote speaker, executive coach, and workshop leader, recognized for his transformative work in fostering authentic leadership. He has built a reputation for and excels in high-pressure environments, where he challenges audiences to strip away their defenses and confront the core of who they are.

In any setting, Rocky's approach is both emotionally resonant and intellectually sharp, blending heartfelt connection with practical strategies for lasting impact. He doesn't just deliver a keynote—he creates an experience where individuals are compelled to dig deep, step into their true selves, and make meaningful change that extends well beyond the 9-to-5.

Select Keynotes

- **The Price of Your Leadership: An effective communication and Collaboration Appraisal**

How is your leadership style affecting your business's bottom line? Utilizing Rocky Garza's Influence Appraisal to evaluate your impact, The Price of Your Leadership reveals the difference between leading on autopilot and fostering genuine engagement. With a focus on responsible vulnerability, equitable communication, generous investments, and a commitment to growth, Rocky proves that building trust drives results.

Key Takeaways:

1. **Knowing Your Impact:** Leaders will evaluate the real effect they have on their teams, moving beyond assumptions to clearly understand where they're driving value—and where they may be falling short.
2. **Building Real Trust:** Leaders will learn how to foster genuine trust by being transparent, showing up authentically, and connecting with their team in meaningful ways that go beyond the surface.
3. **Investing in Lasting Growth:** Leaders will leave equipped to actively support their team's development in a way that aligns with both team needs and organizational goals, driving sustainable success.



These takeaways empower leaders to build a culture of accountability, connection, and growth that resonates throughout their organization.

"Available as keynote and/or workshop."

- **Rediscovering You: Harnessing Personal Responsibility and Self-Leadership**

A company's greatest asset is a motivated, empowered, and fulfilled employee. Rediscovering You brings a ripple effect in morale, alignment, and productivity through The Upside Down, Rocky Garza's method for shifting perspectives to live proactively instead of reactively. Rocky promotes driving organizational growth through values-based leadership through his systems and guided introspection.

Key Takeaways:

1. Clarity of Self and Purpose

Gain a deeper understanding of who you are at your core, beyond job titles or corporate roles. This clarity helps you align your personal and professional lives, leading to more authentic and effective leadership.

2. Values-Driven Leadership

Learn how aligning your actions with core values fosters more trust and connection with your teams. This alignment not only enhances your leadership effectiveness but sets a foundation for building a high-performance culture focused on individual and whole-team success.

3. Leveraging Vulnerability as a Strength

Embrace vulnerability as a tool for strengthening team dynamics and building lasting relationships. By leading with openness, you create an environment where trust and genuine collaboration flourish, driving both personal and organizational growth.

"Available as keynote and/or workshop."

- **The Imposter Within: From Self-Doubt to Leadership Excellence**

Ready to challenge the voice of self-doubt? The Imposter Within gives the tools to strip away limiting beliefs, recognize their unique strengths, and build confidence to lead authentically. Rocky Garza's transformative tool combines honest reflection with practical action, arming you with clarity to make decisions aligned with your purpose. If you're facing burnout, people problems, or cultural shifts, this keynote drives meaningful, lasting impact by challenging you to break down barriers and lead from a place of truth.

Key Take Aways:

1. Amplified Self-Awareness: Leaders will gain deep clarity on their unique strengths, enabling them to navigate challenges with authenticity and confidence.

2. Actionable Tools for Authentic Leadership: They'll walk away with practical methods to challenge self-doubt, embrace vulnerability, and lead from a place of truth, fostering a culture of trust and resilience within their teams.

3. Enhanced Decision-Making: With a clearer understanding of their inner narratives, leaders will make more intentional decisions that drive both personal and organizational growth.

"Available as keynote and/or workshop."

- **The Unstoppable You: Become a High-Performance Leader One Day at a Time**

Stop waiting for the "perfect time" – with The Unstoppable You, achieving your goals starts today. With Rocky's approach, you'll learn how to avoid that "stuck" feeling, push forward, and build momentum without burnout. In this keynote, Rocky Garza introduces the 3-6-5 Formula, a strategy designed to drive your biggest goals forward with consistency and discipline. This formula isn't about hacks or shortcuts; it's about using your mornings to reclaim control, break through stagnation, and sustain actual progress.

Key Takeaways:

1. Learn to leverage the Power of Small, Consistent Actions: Understand that sustainable, high-impact change is built on daily habits. By focusing on simple, intentional actions, leaders can drive meaningful transformation across their teams.

2. Create a Proactive Culture Over a Reactive One: Shift from reactive management to proactive leadership by designing routines and habits that foster preparedness, resilience, and growth within the team, setting a strong example from the top.

3. Prioritize Life's Tension for Long-Term Performance: Learn that high performance includes flexibility and balance—incorporating moments for rest and recovery ensures that the team remains motivated, engaged, and equipped for sustained success.

"Available as keynote and/or workshop."

- **Identity Mapping - Eight Hour Intensive Session**

This is Rocky's signature assessment created specifically to walk someone through building the clearest picture of themselves that they've ever seen.

After Identity Mapping, we guarantee that you walk away knowing WHY (values) you do what you do, HOW (strengths) you do it, and WHAT (identifiers) you do as a human being in all areas of your life.

Identity Mapping works best as an all-day, workshop-style event for large groups/teams.

Select Book Titles

- **2021: Be Confident: A Pocket Guide to Killing Doubt and Building Conviction**

Select Articles

- [Good, True & Beautiful w/ Rocky Garza](#)

Rocky Garza on the Good, True & Beautiful Podcast

- [Speak Life w/ Rocky Garza](#)

Rocky Garza featured on Taylor Nichols Podcast.

- [This East Texas House Is a Dream Home Come True](#)

A sleek, black-painted a-frame may not be how you picture East Texas. But Sara and Rocky Garza, owners of The Wilde House, want to change that. The Dallas couple revamped this countryside getaway with a sophisticated feel—not a single wooden rooster in sight. Just a 15-minute drive from Canton's First Monday flea market, it's the perfect place to rent so that you can relax while reveling in your day's finds.

- [Finding Freedom](#)

Holding two truths to feel freedom: you are unique and regular.

- [Lies we Believe](#)

A reel of Rocky in a breakout room at a business summit.

Select Testimonials

Rocky was amazing and EVERYONE was so inspired after his presentation. He was able to connect with everyone so easily and they everyone engaged through the three-hour, yes three-hour workshop. He was able to get everyone to think outside of the norm and really dig into themselves and how they connect with others. I believe everyone learned so much! We will for sure have him back again and work hopefully work with our leaders on a more granular level. And I would say the best part was the time he spent with us preparing and making sure his message was in brand for us, using our language and knowing who we were as a company so when he was on stage, he spoke like one of us.

— Amy Luebers, Director of Training and Development at Knightvest

Energetic, engaging, and captivating, that describes Rocky Garza. He does a great job of keeping the crowd focused on the topic and task in front of them. He has an uncanny ability to connect with the crown on a highly personal level and even had a few folks brought to tears because of the power in his message. He did a great job on doing his homework and observing our company to connect his message to our needs. Rocky was by far the highlight of our two-day leadership meeting and the overall performance exceeded all expectations.

— Andrew Lee, Director Strategy & Planning at Blue Cross Blue Shield

Listen, I am going to keep this short because I fully believe in this process and that Rocky is doing exactly what he was created him to do. You have to take your team through Identity Mapping Team Transformation because you can't put a price tag on clarifying who you are and how that connects to what you do. When I was able to connect what I was put here to do, it was a game changer.

— Blair Nelson, Marketing Director at WFAA

If I could describe having Rocky lead our annual leadership conference, I would say "INCREDIBLE". He lead our opening keynote, lead an afternoon breakout session and closed the conference the next day. It was a powerful to say the least and honestly, the way he closed it left out entire 100+ leaders in a standing ovation. He fully immersed himself in our culture and custom fit all the sessions to our staff perfect. He is a MUST hire.

– *Dustin Livingood, Senior National Marketing Director | Greystar*

The experience of working with Rocky was transformational. He absolutely has a gift to identify and map an individuals unique strengths, and the insight he provided revolutionized how I, and my company, operates. Working with Rocky should be a 'must' on anyone's to-do list!

– *Evan Stewart, CEO Obsessed Academy*

Rocky was amazing and EVERYONE was so inspired after his presentation. He was able to connect with everyone so easily and kept everyone highly engaged through the three-hour, yes three-hour workshop.

– *Jacob Wills, AVP of Branches at MobilOil CU*

The trust that was cultivated between us during our time together was was an invaluable foundation for great collaborations within our team.

– *Joanna Singleton, Partner at Jackson Spaulding*

I've been to a lot of "workshops" and team building "off sites" over the last 12 years. The day our leadership team spent with Rocky and this is the best I've ever experienced. Rocky has a unique gift for helping individuals and teams give words to their core values and strengths while providing practical, actionable takeaways that lead to greater influence and impact.

– *Kyle Sims, Sr. Regional Vice President at Axa Financial*

Rocky was interactive, encrouaging and highly motivational. He was more than able and willing to connect to our guest and the longer the spoke the more connected and engaged everyone became. His message was exactly what we needed and wanted, and we already have folks in the office using his examples just two days later. My only wish is that I wish we would have found him earlier!

– *Matt Morris, President of Gus Bates Investments*

Rocky claimed, "at the end of the day you will know yourself more deeply than you ever have." Without exception, we did! I highly recommend Rocky Garza to any individual or team who is looking to become known, seen and empowered not through gimmicks but through real conversation.

– *Pamela Harless, Chief People & Culture Officer at Grant Thornton*