

Program Guide

Full audience takeaways for every keynote, workshop, and framework — Lt. Joe Morgan

FLAGSHIP KEYNOTE

When the Heat Rises

Leading and Recovering Under Pressure — featuring the A.W.A.R.E. Framework

Joe takes audiences inside the ninety seconds that changed his life — trapped in a 1,500-degree fire with his exit cut off — and uses it as the anchor for his signature framework for staying grounded and effective under pressure. High-stakes storytelling paired with a concrete, ownable leadership tool. Ideal for corporations, associations, leadership conferences, and government agencies navigating change, crisis, or rapid growth.

- The A.W.A.R.E. framework: five concrete moves for staying calm, focused, and decisive when a situation is deteriorating in real time
- Why pressure reveals a team's true culture rather than creating it
- A practical method for making good decisions with incomplete information
- How to lead others through uncertainty without projecting false calm
- A renewed personal standard for how you want to show up when things go wrong

WORKSHOP

The Power of Recovery

The R.E.C.O.V.E.R. Framework — A Practical Process for Setbacks

Joe's named, ownable workshop, built around his own recovery — physical, emotional, and professional — after the fire, forced retirement, and cancer. Gives participants a repeatable seven-step process they can apply to any setback, not just a crisis-level one. Where "When the Heat Rises" teaches performance during pressure, this teaches what comes after — a natural keynote-plus-workshop pairing. Ideal for healthcare systems, corporate teams, employee wellness programs, and association breakouts.

- The R.E.C.O.V.E.R. framework: a concrete, memorable seven-step process for recovering from mistakes, burnout, or setbacks
- The mindset shift from "avoid all mistakes" to "recover from them fast"
- A personal recovery plan participants complete before leaving the room
- Language for helping teams recover collectively after a hard stretch
- Why recovery speed — not toughness — is the real predictor of long-term performance

The Methodology

Two named, ownable frameworks — one for the moment, one for the recovery.

A.W.A.R.E.

Staying calm under pressure — used live, in the moment

- A** Attitude
- W** Will
- A** Adapt
- R** Resourcefulness
- E** Execute / Excellence

R.E.C.O.V.E.R.

A practical process for setbacks — used after the moment

- R** Recognize
- E** Evaluate
- C** Choose
- O** Own
- V** Value
- E** Execute
- R** Rise

FAITH-BASED

Twice Saved From the Fire

A Story of Survival, Salvation, and Purpose

Joe's faith-based signature keynote goes beyond the survival story to the deeper one: he wasn't yet a follower of Christ the day two fellow firefighters didn't survive the same fire he did. Traces his physical rescue and his spiritual one, closing with his testimony as a deacon. Ideal for churches, faith-based conferences, men's ministries, and Christian leadership events.

- A vivid, non-clichéd testimony of God's presence in real suffering, not just after it
- Encouragement for anyone facing a season where prayers seem unanswered
- A model for talking about faith and mortality without minimizing real pain
- Renewed urgency around spiritual readiness, not just physical survival
- A closing challenge to view current hardship as preparation rather than punishment

STANDALONE BREAKOUT

The A.W.A.R.E. Framework

Staying Calm Under Pressure

A tighter, 45–60 minute skills-focused version of the A.W.A.R.E. framework, delivered as a standalone breakout rather than a full keynote. Best suited to public safety, crisis-response, or first-responder audiences where the agenda calls for a shorter, more tactical session.

- A practical, memorable five-step framework participants can apply immediately in high-stress moments
- Real scenario walkthroughs drawn from Joe's fire service experience
- Language teams can use in real time to stay grounded together, not just individually