



CULTURE TRANSFORMER



**Workplaces People Love. Cultures People Trust.
Experiences People Remember.**

Joshua Routh is a Certified Speaking Professional (CSP), author of *The S Word*, and keynote speaker who helps organizations build workplaces people love, cultures people trust, and experiences people remember.

Blending entertainment with practical insight, Joshua helps organizations ditch toxic complaining, wield sincerity as an engagement superpower, and create cultures where people genuinely want to contribute.

SIGNATURE KEYNOTES

THE S WORD: Wielding Sincerity in a World Of Performance

THE COMPLAINT-FREE WORKPLACE: Turning Complainers into Collaborators

WIELDING HUMANITY: Staying Human, Trusted, and Connected in the Age of AI



“Joshua nailed the moment we’re in. Hilarious, human, and deeply practical—our attendees left with language and tools they could use immediately. If you want a keynote that builds real connection, hire Joshua.”

-BARRY DRAPER, GBTA Leadership Conference Planner

AUDIENCE FEEDBACK

Attendees Find Valuable

100%

of 423 attendees



Would See Again

99%

of 423 attendees want to see more



Attendees say Joshua's talks are

Engaging	97%
Actionable	96%
Interactive	97%
Relevant	97%
Inspiring	96%

Joshua Routh, CSP | Keynote Speaker | Author | Culture Transformer
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GBTA



Square





CARSON STANLEY

North Carolina Provider's Council

"Joshua's Complaint Free keynote was fabulous—interactive, engaging, and genuinely useful for both work and life.

Our membership kept talking about him the entire conference.

I look forward to working with him again!"



TYE KUYPER

South Dakota SHRM

"Joshua was amazing at the South Dakota SHRM Conference.

Our attendees loved him!

His keynote elevated the entire event and played a big role in making the conference a huge success."



STEVE KNIGHT

TEDx St. Louis

"I've had the honor and pleasure of seeing Joshua engage a wide variety of diverse audiences, including corporate and nonprofit groups, from senior leaders to team members.

Joshua reads an audience and situation like no one else, bringing the perfect mix of humor, energy, and serious ideas to leave participants inspired and ready to make themselves, their organizations and the world a better place."



SHEILA KATZ

Hillel International

"Joshua was fabulous with our diverse group from all over the country. He had us up and moving around, laughing and engaging.

He taught us skills for our work and also for our lives.

I would work with him again in a heartbeat."



HEATHER ROBINSON

Lincoln University

"Joshua gave an amazing and hilarious presentation during his appearance at Lincoln University.

It's always great to be able to work with professional and genuine people!

We look forward to laughing our socks off again in the near future!"



EMILY LEWIS

Meeting and Event Planner

"Joshua Routh is the best! He is so engaging and great at what he does! He always knows how to draw the crowd in and he really has the WOW factor.

I have guests and groups that I work with asking if Joshua will be back all the time.

He's also great to work with because he is flexible and accommodating."



JOSEPH ELDER

ICYPAA

"We had Joshua Routh come in for a large international conference with over 2500 attendees.

We had reviewed and met with many presenters and the difference was the professional attitude that Joshua had and his true desire to know our audiences.

His presentation was quite simply incredible!

Everyone in attendance were astounded and fully connected."



EMILY AMOS

Jenner Agriculture

"My boss is still talking about you! You were such a hit at the 2022 Team Event – we loved it!!

We were wondering if you would be available to present at our 2023 Board Event?"



LARA CORVERA

Speech and Theater Association of Missouri

"Joshua is amazing. He brings a high level of knowledge and fun to every workshop.

We have booked him for many years and his sessions are consistently standing room only!"

JOSHUA ROUTH OWNS A CIRCUS

ABOUT

As the founder of **Circus Kaput**, one of the largest variety artist agencies in the United States, he manages a team of more than **50 performers who deliver over 950 events each year.**

Building and leading a creative team at that scale has given Joshua a unique perspective on what truly makes people connect, collaborate, and perform at their best.

In his keynote presentations, Joshua shares the practical tools and insights that have helped individuals and organizations strengthen connection, build trust, and create cultures people genuinely want to be part of.

The stories he shares are drawn directly from his life—training with Chinese acrobats, serving as a forest firefighter, and navigating the real-world challenges of building and leading a high-performing creative company.

Alongside these personal experiences, Joshua also brings the latest research from respected sources such as Gallup, Forbes, and leading human resources researchers, blending storytelling, data, and practical strategies audiences can apply immediately.

The result is a keynote experience that is both **engaging and deeply practical**, leaving audiences inspired and equipped with tools to create stronger connection in their organizations and communities.



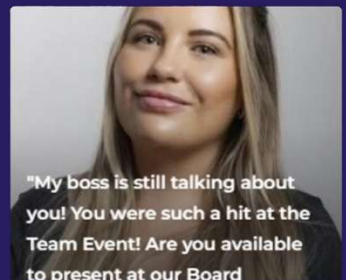
**Certified
Professional Speaker**



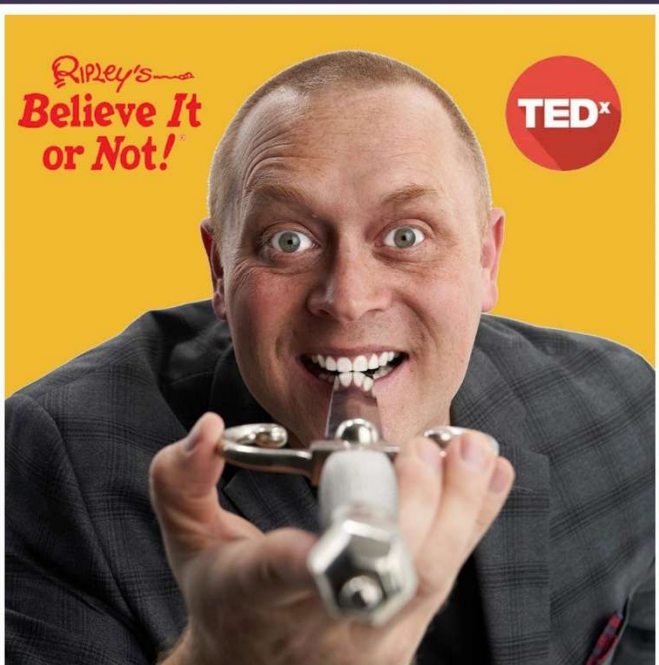
**Audiences Are
Fully Engaged**



**Tools That Create
Real Change**



**Clients Invite
Him Back**



When Joshua is standing in front of your group, the audience always leans forward.

YES, JOSHUA SWALLOWS SWORDS...

Joshua is an expert in cultural transformation. He is also one of the few people in the world to master a skill most people believe impossible.

See the point at

www.JoshuaRouth.com

The S Word

Wielding Sincerity in a World of Performance

How leaders and teams replace performative culture with genuine connection using Joshua's SWORD framework.



We live in a world full of polished messaging, curated identities, and performative communication. Everyone says trust matters. Everyone says connection matters. But too often, what people experience instead is distance, caution, and performance.

Sincerity changes that.

In this signature keynote based on his book *The S Word*, Joshua Routh shares a powerful and practical framework for building trust, strengthening relationships, and creating cultures people actually want to be part of. Through his SWORD Framework™ —Self-Awareness, Witness, Openness, Repair, and Debrief—Joshua helps audiences understand that sincerity is not weakness. It is not softness. It is a strategic advantage.

With unforgettable stories, interactive insight, and a message that is both meaningful and actionable, this keynote challenges audiences to stop performing connection and start creating it.

Perfect for:

- Leaders who want to build trust without relying on corporate buzzwords
- Teams struggling with disengagement, miscommunication, or disconnection
- Organizations wanting healthier culture, better retention, and stronger collaboration
- Conferences looking for a keynote that is original, memorable, and deeply relevant.

Audience members will leave with:

- A practical framework for building trust and stronger human connection
- A deeper understanding of how sincerity impacts leadership, communication, and culture
- Tools for improving collaboration, repairing relationships, and increasing engagement
- A fresh perspective on why human connection remains a competitive advantage

A Complaint-Free Workplace

Turning Complainers Into Collaborators

How organizations transform complaining cultures into solution-driven teams that boost engagement and productivity.

KEYNOTE A Complaint-Free Workplace



Complaining is costly.

It drains morale, weakens culture, hurts teamwork, and keeps organizations stuck in cycles of blame instead of movement. But most complaints are not just noise. They are signals. And when we understand what is driving them, we can redirect that energy into something far more productive.

In this humorous, engaging, and highly practical keynote, Joshua Routh teaches audiences how to recognize the hidden motivations behind complaints and transform negative patterns into constructive collaboration. As one of the few speakers certified to share this Complaint Free World content, Joshua delivers a message that is both entertaining and immediately useful.

This keynote gives teams and leaders the tools to stop feeding negativity and start building accountability, gratitude, and forward motion.

Perfect for:

- Organizations wanting to improve morale and reduce negativity
- Leaders who want to turn habitual complaining into productive problem-solving
- Teams experiencing friction, blame, or low ownership
- Conferences seeking a high-energy keynote with practical takeaways

Audience members will leave with:

- An understanding of the five core motivations behind complaints through the G.R.I.P.E. framework
- Practical tools to redirect unproductive conversations into solution-focused dialogue
- Strategies for building gratitude, accountability, and collaboration
- A stronger sense of personal ownership over culture and communication

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KEYNOTE Wielding Humanity

Wielding Humanity

Staying Human, Trusted, and Connected in the Age of AI

How organizations embrace AI while protecting the trust, culture, and human connection that matter most.



AI is changing the way we work, communicate, sell, serve, and lead.

It can make us faster. It can make us more efficient. It can even make us sound smarter. But it cannot replace what people want most from leaders, teams, brands, and organizations: trust, sincerity, discernment, and real human connection.

In this engaging and thought-provoking keynote, Joshua Routh helps audiences understand how to use AI as a tool without losing the humanity that makes work meaningful and relationships strong. With humor, insight, and memorable storytelling, Joshua shows why the future will not belong to the people who simply know how to use AI. It will belong to the people who know how to use it without becoming artificial themselves.

This keynote is especially powerful for organizations navigating rapid change and wondering how to stay relevant, relational, and deeply human in a world increasingly shaped by machines.

Perfect for:

Leaders navigating AI disruption without wanting to lose culture
HR, hospitality, and people-centered organizations trying to balance efficiency with humanity
Associations and conferences exploring how AI will impact communication, trust, service, and leadership
Teams that want practical, human-centered ways to adapt to new tools

Audience members will leave with:

A clearer understanding of where AI helps and where human connection matters more than ever
Practical ways to preserve trust, sincerity, and emotional intelligence in AI-assisted workplaces
Better language for thinking about authenticity, performance, and communication in a tech-driven world
A renewed commitment to using technology to enhance relationships rather than replace them

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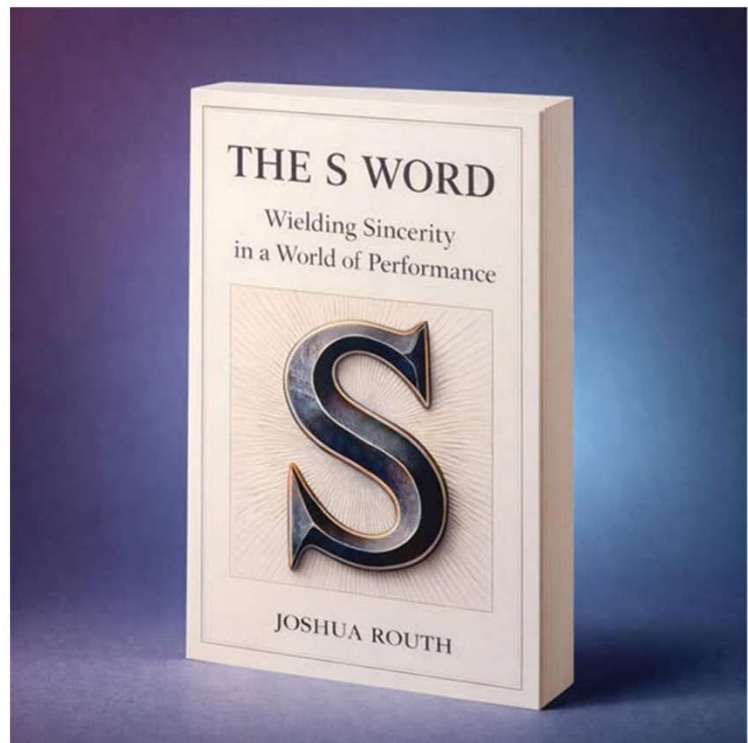


"I am halfway through your book and I LOVE it. I have always strongly believed in 'true' sincerity - dropping everything to just listen and connect - to be a witness and then repair.

Until now, I did not have the words for this. Now I do!

Thank you!!!"

**Lisa Greening,
Turn the Page
Executive Director**



A Note from Joshua about The S Word Book:

I have been a professional entertainer for over thirty years. I have performed at the Smithsonian, shaken hands with a sitting president, and been chased out of a hay barn by three hundred kids chanting "You suck!"

That last one taught me the most.

Somewhere along the way, authenticity became a brand. A costume. A way of saying "This is who I am!" while keeping everyone at arm's length. We got so good at performing ourselves that we forgot how to connect.

Maybe you have noticed it too. Relationships running on autopilot. Conversations that stay on the surface. The weight of performing the right version of yourself for every room.

This book is about sincerity. Not as a personality trait, but as a practice. A set of skills I learned the hard way through failure, repair, and thousands of hours in front of audiences who could tell when I was faking it. And in life offstage, where the stakes are higher.

The SWORD framework (yes, I actually swallow swords, forgive the acronym) gives you five practices.

Self-Awareness: See your blind spots before they cost you. Witness: Really see others and watch everything change. Openness: Stay curious enough to be changed by others. Repair: When you cause damage, fix it. For real. Debrief: Learn from everything. Get better on purpose.

Together, they close the gap between who you say you are and who you actually show up as.

Each chapter opens with a story, then digs into the mechanics, then gives you questions to apply it to your own life. Four appendices go deeper: a guided practice path, a leadership guide, a history of sincerity across cultures, and a reading list to continue the work.

This is not a quick tips book. It is a thorough examination of what it takes to show up real and a practical guide for doing it.

Come backstage with me.