

JEFF STUTZ

KEYNOTE SPEAKER · EXECUTIVE COACH · CREATOR OF FLIP YOUR SWITCH

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Jeff Stutz spent a decade inside FranklinCovey learning how principles actually change behavior. He then built the training for an entire national sales field — and left the corporate job to prove the material worked by running it himself. He teaches what he is still personally accountable for.

TRAINED & SPOKEN TO
Tens of thousands

ROOM SIZES
6 to 10,000+

ON STAGE
20+ years

Boardroom tables, breakout rooms, sales kickoffs, and main-stage conventions. Jeff has worked every size of room there is, and the material scales to all of them.

THE RECORD

WHERE THE SYSTEM CAME FROM

What follows isn't a résumé. It's where the system came from.

Government agencies. A national sales field. A brand scaling to billions. A mid-size manufacturer that had stopped growing. His own organization, for seventeen years. For more than twenty years Jeff has played both roles at once — carrying a number himself, and coaching the people carrying theirs. Different industries, different sizes, the same question every time.

None of it was observed from the outside. Jeff was building, selling, coaching, training, and mentoring inside every one of these — and each one tested what actually moves performance against what only sounds like it does. What held up in the trenches stayed; what didn't got cut. He didn't build Flip Your Switch from a literature review. He built it in rooms he was personally accountable for, then taught it back and watched whether it worked for them too. **The system was proven and refined in the same motion.**

A DECADE INSIDE FRANKLINCOVEY

Jeff spent ten years with FranklinCovey, working under Dr. Stephen R. Covey as a consultant and as **Northeast Regional Director of Sales**. He both taught the material and carried a number, which is a combination most people in this field never have.

He served as lead consultant on engagements across government and military, including the **U.S. Air Force**, the **U.S. Air Force Academy**, and the **Air National Guard** — and in the private and public sectors with **LensCrafters** and the **New York Department of Transportation**.

It's where he learned the discipline that still governs his work: a principle only counts if it survives contact with a real team on a real Tuesday.

BUILT THE TRAINING FOR A NATIONAL FIELD — THEN LEFT TO PROVE IT

As Vice President of Wellness Development at Melaleuca, Jeff owned training, development, sales tools, and field support for every marketing executive across North America, during the years the company was approaching its first billion in revenue. Across those five years he was **the top-rated trainer at every company convention**. Melaleuca has since grown past \$2.5 billion, and in 2026 Forbes ranked it the **No. 2 Best Brand for Value in America** — out of 5,500 brands rated by 160,000 consumers, second only to Costco.

Then Jeff did the harder thing. He resigned the executive role to build an independent organization from zero, and finished as **one of the top first-year earners in the company's history**. In just a few short years, building one of the company's fastest-growing teams, he reached National Director — a rank held by roughly **two-tenths of one percent** of the company's marketing executives — while building his speaking and consulting practice alongside it.

That build is also where the material came from. **Seventeen years** of training, developing, coaching, and mentoring the same organization gave Jeff a long, unbroken look at the question underneath all of his work: what actually separates the people who perform from the people who reach higher performance. Flip Your Switch is what came out of it.

CONSULTANT THROUGH A RUN TO \$2 BILLION

Jeff served as an outside consultant to a direct-to-consumer apparel brand through its high-growth years, when it scaled to roughly **\$2 billion in revenue inside three years**. His primary charge was developing and training the company's field leaders — running the same concepts he was testing in his own organization. He also served as **personal coach and consultant to the founders and the executive team**. He was later brought back as acting **Senior Vice President of Sales** during a period of rebuilding.

A FLIP THAT SUSTAINED ITSELF

A mid-size Utah print and promotional products manufacturer had gone years without growth. It brought Jeff in for ninety days with its executive and sales teams. He ran the core material that would later become Flip Your Switch — the same energy work, before it had the name.

Over the following twelve months the company sustained **30% growth**, and has continued to hit its growth targets nearly every month since. Jeff has not been engaged there in over a year. **The change kept running without him** — which is the whole design. The system is built to be carried by the team, not by the person who installed it.

SIGNATURE TALK

THE FLAGSHIP

Adapts to the room — a conference keynote, a leadership team session, or a full executive offsite. Additional talks available on request.

FLIP YOUR SWITCH LEADERS, TEAMS, INDIVIDUALS & ENTREPRENEURS

The High Performance Energy System.

Most performance advice tells people to want it more. This talk starts somewhere more useful: the energy a person carries into a room is the input, and everything downstream — clarity, conviction, action — is the output. Change the input and the output moves with it.

Part one is the flip. Audiences leave able to catch a negative or flat moment as it's happening, name it, and flip it — before it costs them the meeting, the call, or the quarter. The flip isn't damage control. It's the move that puts a person into performance instead of merely out of trouble.

Part two is generating more of it. Directing the energy you already have has a ceiling. Producing more doesn't. Mindset, heartset, and bodyset are three trainable drivers — and teams that train them don't just recover faster, they operate with sharper clarity, deeper conviction, and markedly faster action.

The premise underneath both halves: **energy is not a fixed reservoir to be rationed. It is an output that can be generated on demand** — and that changes what a team believes is available to them.

WHAT AUDIENCES WALK AWAY WITH

DELIVERABLES

A personal read on their own engine before Jeff arrives.

Every engagement includes the Engine Check — a short self-assessment each person completes in advance. It shows them where their energy is currently flowing, and how much room they have to redirect it and generate more. Results stay with the individual — the value is that everyone arrives already knowing something specific about their own engine.

A protocol they can run the same afternoon.

Catch it. Name it. Flip it. Three steps, no vocabulary to memorize — plus the training and the tools to start directing their energy and generating more of it, and to turn that into performance.

Language the team keeps using after he leaves.

The system is built to be repeated by the people in the room, not just by the person on the stage.

“Jeff worked directly with our executive management team, our sales team, and our department managers, and trained every one of our employees. He helped us build the systems and processes to not only increase our energy, but to direct that energy toward higher performance in our company. Those systems are what led to what happened next: within twelve months we grew **30% year over year**, and we've hit our goals nearly every month since. The changes we made in partnership with him were the most significant factor in the shift to growth.”

TAYLOR MCNEIL · CFO & CO-OWNER, MCNEIL PRINT & PROMO

SHORT — 60 WORDS

Jeff Stutz is a keynote speaker, executive coach, and creator of Flip Your Switch · The High Performance Energy System. He spent ten years with FranklinCovey under Dr. Stephen R. Covey as a consultant and Northeast Regional Director of Sales, and later served as Vice President of Wellness Development at Melaleuca, leading training for the company's entire North American field.

MEDIUM — 155 WORDS

Jeff Stutz teaches leaders that the energy they bring into a room is a predictable and trainable driver of what comes out of it. He is the creator of Flip Your Switch · The High Performance Energy System, built on published research in neuroscience and behavioral science.

Jeff spent ten years with FranklinCovey under Dr. Stephen R. Covey, as a consultant and as Northeast Regional Director of Sales, leading engagements with the U.S. Air Force, the U.S. Air Force Academy, the Air National Guard, LensCrafters, and the New York Department of Transportation. He went on to serve as Vice President of Wellness Development at Melaleuca, then left the corporate role to build an independent organization from zero — finishing as one of the top first-year earners in the company's history. He has trained and spoken to tens of thousands of people, in rooms from six to more than ten thousand. He lives in Provo, Utah.

LONG — 319 WORDS

Jeff Stutz has spent his career on one question: why do two people with the same skills, the same information, and the same opportunity get completely different results? His answer is Flip Your Switch · The High Performance Energy System — built on published research in neuroscience and behavioral science, and on two decades of trial and error in rooms he was personally accountable for. Not energy as the vague thing on posters, but a measurable, trainable input that shows up in what a person sees, what they believe, and what they actually do.

For ten years Jeff worked with FranklinCovey under Dr. Stephen R. Covey — as a consultant and as Northeast Regional Director of Sales — leading engagements across government and military including the U.S. Air Force, the U.S. Air Force Academy, and the Air National Guard, and with clients such as LensCrafters and the New York Department of Transportation. He became Vice President of Wellness Development at Melaleuca, owning training, development, and field support for every marketing executive across North America, and was the top-rated trainer at every company convention during those years. Forbes ranked Melaleuca the No. 2 Best Brand for Value in America in 2026, second only to Costco.

Then he did the harder thing: he left the corporate job to find out whether his own material worked. Building an independent organization from zero, he finished as one of the top first-year earners in the company's history and, in just a few short years, built one of the company's fastest-growing teams to reach a rank held by roughly two-tenths of one percent of its executives. Seventeen years of coaching that same organization is where the system came from.

Jeff has trained and spoken to tens of thousands of people, in rooms from six around a table to more than ten thousand from a main stage. He co-hosts the Author Unknown podcast with novelist Platte Clark, and lives in Provo, Utah, with his wife Lisa.