



SEND IT

THE FULL SEND CLOSING KEYNOTE

CORY CHARLES

@iamkxngcharles



Dallas
2026

**CORY
CHARLES**

KEYNOTE SPEAKER
SALES & LEADERSHIP COACH
AUTHOR

IDENTITY
LEADS.
EVERYTHING
ELSE FOLLOWS.

SEND IT!

TURNING INSIGHT INTO IMPACT.

BIGGER
PEOPLE.
BRIGHTER
CULTURES.
BOLDER
RESULTS.

NO
CAPES
REQUIRED.


THE
SUPERHERO
MINDSET CO.

KEYNOTE | WORKSHOPS | CULTURE | PERFORMANCE

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COFFIN HILL

A used Huffy.
A prayer.
Four seconds of conviction.

"SEND IT."



SEND IT.

No plan. No trusted brakes. One decision.

“

***THE LEAP IS
TERRIFYING.***

***THE FALL IS WHERE
THE MAGIC HAPPENS.***

“SEND IT!”

He stuck it....

For half a second.

“WORTH IT.”



THE DRAFTS FOLDER

The best-organized
graveyard in America.

One more round of creative...
since last quarter.



WHAT HAPPENS TO
EVERYTHING YOU LEARNED?

NOTHING.

Unless you move before Monday moves you.

THE REAL PROBLEM

YOU CAN'T OUT-SKILL A BROKEN IDENTITY.

The missing ingredient isn't effort. It's permission.

**WHAT'S
RUNNING
UNDER
THE HOOD?**



**NO
CAPES
REQUIRED.**



**IT'S
A LOOP.**

CHANGE
THE INPUT.
CHANGE
THE OUTPUT.

**SAME LOOP.
HIGHER YOU.**

THE HERO FACTOR

SAME PARTS.
A HIGHER YOU.

NO CAPES
REQUIRED.

MOVE.
EXECUTE.
GET BETTER.



I CAN.
I AM.
IT'S POSSIBLE.

CHANGE
THE INPUTS.
CHANGE
THE OUTPUT.

IDENTITY
IS THE OPERATING
SYSTEM OF
PEAK PERFORMANCE.

DISCIPLINE
YOUR DIALOGUE.

S.E.N.D. IT!

S

A hand holding a yellow sticky note above a wall of many colorful sticky notes.

E

A path of white paper airplanes leading towards a red structure.

N

A calendar with the date 17 circled in red, next to a clock and a pen.

D

A red paper airplane flying over a city skyline at sunset.

FOUR LETTERS. FOUR SHIFTS. ONE SHIPPED IDEA.

S

SORT

Pick one idea small enough
to start this week.

Forty options kill action.



E

ERASE THE EXCUSE

Your excuse isn't a fact.
It's a draft.

And drafts get edited.



N

NAME THE DATE

An idea with no date is just
a nicer-sounding excuse.

Put a real day on it.



D

DEPLOY

Imperfect. Public. Shipped.

A live campaign beats a perfect
one stuck in review.



1... 2...

GO!

THERE IS NO 3.



THE LEAP IS TERRIFYING.

***THE FALL IS WHERE
THE MAGIC HAPPENS.***

WHAT ARE YOU SENDING?

Say your one thing out loud
to the person next to you.



PHONES OUT.

Thumb over SEND.

DON'T HIT IT YET.



3

2

1

SEND IT!

Good ideas don't build homes. Sent ones do.

GO FULL SEND.

REAL
STORIES.
HARD
TRUTHS.
BIGGER
POTENTIAL.



NO
CAPES
REQUIRED.

CORY M. CHARLES

HEROICISH

THE TOTALLY UNFILTERED PATH TO OWNING YOUR IDENTITY
AND BECOMING THE HERO OF YOUR OWN STORY

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PRE-ORDER NOW!

BECAUSE A BRIGHTER YOU
BUILDS A BRIGHTER TOMORROW.

SAME PEOPLE.
BIGGER POTENTIAL.
BRIGHTER CULTURES.
BOLDER RESULTS.

SCAN TO
PRE-ORDER



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HONEST



EMPATHETIC



RESILIENT



OPTIMISTIC



INSIGHTFUL



COURAGEOUS

CORY M. CHARLES
AUTHOR | SPEAKER | COACH

#HEROICISH

SUPERHEROMINDSET.CO

THANK YOU!

FOR BELIEVING
IN A BIGGER YOU.

LET'S STAY
CONNECTED!



superheromindset.co



@iamkxngcharles



Cory ⚡ Charles



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NO
CAPES
REQUIRED.



SAME PEOPLE.
BIGGER **POTENTIAL**.
BRIGHTER **CULTURES**.
BOLDER **RESULTS**.

KEEP GOING.
KEEP GROWING.
KEEP **SENDING IT**.

1,2...
GO!

THE
SUPERHERO
MINDSET CO.™

PEOPLE | CULTURE | PERFORMANCE