

opportunities

Shawn Collins

leadership

Seasoned Communicator.
Keynote Speaker.
Leadership Coach.



Short Bio (≈50 words)

Shawn Collins is a keynote speaker, consultant, and culture strategist who helps leaders cut through burnout, build trust, and create teams that perform at their best. With a career in corporate communications and digital innovation since 2000, Shawn brings practical tools and hard-won insights that transform the way leaders connect, communicate, and lead.

Medium Bio (≈100 words)

Shawn Collins is a seasoned communicator, keynote speaker, and leadership coach with more than two decades of experience in marketing, culture transformation, and organizational development. As Founder of **EXTEND GROUP**, Shawn has pioneered award-winning programs that blend digital innovation with culture-building strategies. A Certified **GiANT Worldwide Consultant** since 2020 and **BETTER Partner** since 2025, he equips executives, educators, and coaches with proven leadership frameworks like **5 Voices for Teams** and **100X Leader**. Known for his relatable style and practical tools, Shawn helps leaders and teams achieve clarity, resilience, and high performance.

Long Bio

Shawn Collins is a seasoned communicator, keynote speaker, and leadership coach with more than two decades of experience in marketing, culture transformation, and organizational development.

In 2007, he founded **EXTEND GROUP**, a brand-building agency that evolved into a nationally recognized leader in culture and communication. Through **EXTEND**, Shawn has pioneered award-winning programs such as **Technician Academy**, **AutoPartsU.com**, and **EXTEND PERFORMANCE**—ventures that established him as an innovator in both the corporate and nonprofit arenas.

Since becoming a **Certified GiANT Worldwide Consultant in 2020**, Shawn has guided executive teams, educators, and organizations through proven leadership frameworks like **5 Voices for Teams**, **5 Gears**, **100X Leader**, and **Altitude Training**. His **partnership with BETTER (2025)** expanded his work into athletics, equipping coaches and athletic directors with tools to strengthen culture and communication both on and off the field.

A trusted voice in leadership circles, Shawn has delivered keynote talks and training for conferences, corporations, and community organizations, helping leaders **develop self-awareness, clarity, and influence**. His work blends practical strategy with relational intelligence, ensuring that leaders don't just manage people—they inspire them.

Shawn lives in Indiana with his wife and two children. Away from the stage, he is often found coaching youth athletics, where he has spent more than 13 years developing young athletes and future leaders.