

PETER DE LA TORRE

KEYNOTE SPEAKER | CORPORATE TRAINER | AUTHOR



MEDIA KIT



ABOUT PETER

Peter De La Torre, CSSYB, is a powerhouse speaker, corporate trainer, and one of South Florida's top voices in productivity and performance. With 36+ years of leadership across five industries, he inspires professionals to achieve breakthrough results with his no-nonsense, results-driven approach. Peter's story of overcoming adversity adds a powerful, relatable edge to his dynamic presentations. He is the author of the global five-star book *Connect With Ruthless Honesty* and a two-time SBA Small Business Media Advocate of the Year. Peter holds a Lean Six Sigma Yellow Belt and is a graduate of the Hispanic Leadership Academy at the University of Chicago Booth School of Business. His keynotes leave lasting impact—energizing teams, entrepreneurs, and executives to take bold, decisive action.

CONNECTING WITH RUTHLESS HONESTY

PRESENTED BY PETER DE LA TORRE, RENOWNED INDUSTRY LEADER & VISIONARY COMMUNICATOR

With the gravitas of a transformational thinker and the presence of a strategic leader Peter De La Torre delivers a dynamic and unforgettable keynote rooted in five timeless principles—what he calls ‘sacred rules’—a powerful framework for visionary leadership and decisive action which forms the foundation for a transformative message—crafted for leaders, teams, and organizations ready to rise to their next level. Peter speaks with your audience not to your audience.

Through masterful storytelling, powerful insights, and practical tools, Peter introduces the 5 Core Principles of Elevated Leadership:

- **Create Your Vision** – Define a future so compelling it becomes magnetic.
- **Think Bigger** – Expand possibilities and reject limitations.
- **Claim Ownership** – Lead with accountability, authenticity, and purpose.
- **Make a Decision** – Cut through hesitation with clarity and confidence.
- **Take Action** – Move ideas into impact through strategic execution.

In a high-energy, soul-stirring finale, Peter delivers a strong call to action for your audience with an invitation to rise into greatness, dig deep, rise above and stay the course.

A four-part call to action that activates resilience, connection, and long-term focus.

In “**Connecting with Ruthless Honesty**” audiences will learn:

- A Clear, Repeatable Framework for Vision-Driven Leadership
Equip leaders with a tested model to inspire teams and drive results.
- Tools to Break Through Limiting Mindsets
Cultivate a culture where bold thinking replaces hesitation and doubt.
- Immediate Shift in Ownership and Accountability
Spark a “no excuses” culture where everyone shows up as a leader.
- Decision-Making Tools for Uncertain Times
Learn how to make confident choices in fast-changing environments.
- Strategies for Moving from Inspiration to Execution
Ensure ideas and goals don’t just live in slides but turn into outcomes.
- Tactical and Emotional Resilience Techniques
Train teams to persist, adapt, and grow through challenge and change.
- Stronger Team Collaboration and Outreach
Encourage purpose-driven connection across roles, silos, and cultures.



KEYNOTE SPEAKER

MASTER OF CEREMONY

CORPORATE TRAINER

PANEL MODERATOR

AUTHOR

EXPERT PANELIST

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