



ROBERT "FIREMAN ROB" VERHELST

FIREFIGHTER & VETERAN | KEYNOTE SPEAKER & RESILIENCE EXPERT



WWW.FIREMANROB.COM

Robert "Fireman Rob" Verhelst is a dynamic storyteller whose inspirational voice challenges audiences to find the courage to lead their own lives. He helps people become stronger leaders of themselves and greater assets to their teams by demonstrating how to live with courage, passion, and mental strength.

As a keynote speaker and workshop facilitator, Fireman Rob has inspired audiences ranging from Fortune 500 companies to schools and universities. His message is grounded in lived experience — forged in the fires of a 20+ year career as a firefighter, tested through survival and resilience as a 9/11 search and recovery responder,

and proven through feats such as competing on Discovery Channel's Ultimate Ninja Challenge and completing Ironman races in full firefighting gear.

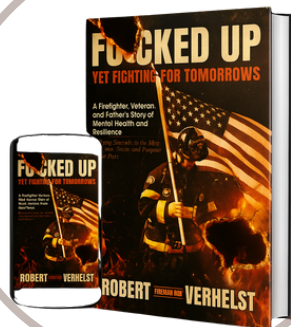
From overcoming post-traumatic stress disorder, to breaking world records, to the daily lessons of being a father, Rob doesn't just speak about resilience — he lives it. His authentic stories, hard-earned lessons, and 7 Catalysts for Growth leave audiences inspired, equipped, and ready to face their own fires.

AUTHOR

PODCAST HOST

KEYNOTE SPEAKER

MINDSET COACH



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UNBREAKABLE: MENTAL STRENGTH FOR PEAK PERFORMANCE.

LESSONS FORGED IN FIRE AND FINISH LINES.

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Robert **"Fireman Rob"** Verhelst is a World Record Holder, endurance athlete, firefighter, veteran, author, and host of the Forged in the Fires Podcast. He has completed **23 full Ironman triathlons and 31 Half Ironman triathlons** — every run portion in full firefighter gear — totaling over 1,500 miles in 50 lbs of gear.

- **Books for Students:** *Forged in the Fires* (resilience & leadership) and *F@ked Up Yet Fighting for Tomorrows** (a raw manual for pushing through struggle).
- **Forged in the Fires Podcast:** 250+ episodes | 30,000+ downloads with athletes and leaders sharing strategies for grit and peak performance.
- **Fireman Rob Foundation:** Every booking supports the Fireman Rob Foundation, delivering Strong Kids Books and Gund Bears to children in need.



"ROB'S PASSION AND RESILIENCE HIT HOME WITH OUR ATHLETES — HIS MESSAGE ADDED TREMENDOUS VALUE TO OUR TEAM."

– Timex Sports Brand Manager

PEAK PERFORMANCE PROGRAMS OPTIONS:

- **Team Keynotes (30–60 minutes):** High-energy talks that inspire grit, resilience, and leadership on and off the field.
- **Athlete Workshops (1–2 hours):** Interactive sessions teaching emotional control, resilience, and the mindset of peak performers.
- **Sports Conferences & Camps:** Breakout seminars on building the mental edge that complements physical training.



**"EVERY ATHLETE
TRAINS THEIR BODY.
FIREMAN ROB
TRAINS THEIR MIND
TO BE UNBREAKABLE."**

NO BULLSHIT...REAL STRENGTH:

- Athletes develop resilience to bounce back from failure and adversity.
- Teams learn emotional control for high-pressure moments.
- Coaches gain a partner in instilling passion, ownership, and grit in players.
- Everyone leaves with a framework for mental toughness that sustains performance.

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STRONGER THAN THE FIRE.

MORE THAN INSPIRATION — A MENTAL EDGE FOR YOUR TEAM

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WHAT ATHLETES WILL WALK AWAY WITH:

- Gain a **mental toughness framework** to match their physical training.
- Learn **emotional control** for high-pressure competitions.
- Push past pain and adversity with **grit and purpose**.
- Build a team culture grounded in resilience, integrity, and leadership.
- See that passion is their **greatest edge** in performance.



WORLD RECORDS & AWARDS:

- 🏆 World Record – 40 miles in full firefighter gear in 24 hours
- 🏆 World Record – 23 Half Ironman races in one year (all in fire gear)
- 🏆 Ironman Performance of the Year
- 🏆 Jefferson Award for Public Service
- 🏆 Triathlon Magazine “Best Record-Breaking Performance”
- 🏆 In Business Magazine “25 Most Influential People in Madison”

FIREMAN ROB FOUNDATION IMPACT:

Every sports team booking also delivers hope: *Strong Kids Books* and Gund Bears given to children in schools and hospitals worldwide. Your athletes grow stronger — and so do kids who need it most.



Fireman Rob equips athletes with the **resilience, grit, and emotional strength to excel under pressure**. He doesn't just inspire; he transforms the way athletes think, compete, and lead. And with every booking, your team also fuels the Fireman Rob Foundation — giving children in need the gift of courage, books, and bears.



CONNECT WITH FIREMAN ROB:

PODCAST: Forged In The Fires Podcast with Fireman Rob

YOUTUBE: Forged in the Fires Mindset

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