



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.

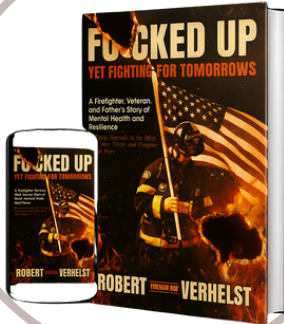
From overcoming post-traumatic stress disorder, to breaking world records, to the daily lessons of being a father, Rob doesn't just speak about resilience — he lives it. His authentic stories, hard-earned lessons, and 7 Catalysts for Growth leave audiences inspired, equipped, and ready to face their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

AUTHOR

PODCAST HOST

KEYNOTE SPEAKER

MINDSET COACH



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TESTED IN FIRE. PROVEN IN LIFE.

DELIVERING RESILIENCE THAT TRANSFORMS ORGANIZATIONS

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Robert "Fireman Rob" Verhelst isn't just another speaker — he's lived the extremes of trauma and triumph. A career firefighter, Air Force veteran, 9/11 search & recovery worker, World Record Holder, endurance athlete, author, and host of the Forged in the Fires Podcast, Rob brings audiences a powerful blend of authenticity, vulnerability, and actionable strategies.



"When you book Fireman Rob, you don't just get a keynote. You get an unforgettable experience that equips your people with tools to thrive — and brings hope to children through the Fireman Rob Foundation."

"FIREMAN ROB" FOR YOUR MEETING, CONFERENCE, OR EVENT?

In today's workplace, resilience isn't optional — it's essential. Rob's message aligns with your team's greatest challenges: stress, burnout, uncertainty, disengagement, and mental health.

CONNECT WITH FIREMAN ROB:

PODCAST: Forged In The Fires Podcast with Fireman Rob

YOUTUBE: Forged in the Fires Mindset

LINKEDIN: FiremanRob

PROGRAMS OFFERED:

- **Keynotes** (30–60 minutes): High-energy, story-driven talks that inspire and equip.
- **Workshops & Breakout** (1–3 hours): Interactive sessions diving into *The Resilient Leadership State of Mind - Built from the 7 Catalysts and Emotional Intelligence*.
- **Executive Breakouts** (1–2 hours): Small-group intensives for leadership teams on resilience, decision-making, and performance culture.

POSITIVE OUTCOMES:

- Teams gain practical resilience frameworks they can use immediately.
- Leaders learn to lead themselves first to better lead others.
- Employees rediscover purpose and passion for their work.

"Rob's keynote was more than motivational — it gave our people practical tools for resilience and leadership that they could use the very next day." – 3M / Scott Safety



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KEYNOTE

FORGED IN THE FIRES - THE RESILIENT LEADERSHIP MINDSET

Keynotes (30–60 minutes)

This isn't your typical keynote—it's a visceral journey through the extremes of human experience, forged by trauma, tested by endurance, and elevated by purpose.

From battling flames on the fireground to finishing Ironman races in 50 lbs. of gear... from performing search and recovery after 9/11 to navigating the darkest corners of personal loss and mental health—Fireman Rob brings raw, real, and relentless truth to the stage.

WORKSHOP / BREAKOUT

FORGED IN THE FIRES - THE RESILIENT LEADERSHIP STATE OF MIND

Workshops & Breakout (1–3 hours)

The Resilient Leadership State of Mind Workshop equips individuals and teams with the mindset, tools, and emotional clarity to thrive in pressure-filled, high-impact environments.

Rooted in real-life fireground lessons and forged through over two decades of leadership in firefighting, military service, Ironman racing, and mental health advocacy, this workshop brings a uniquely raw and actionable experience to your team.

Through interactive storytelling, strategic reflection, and high-impact exercises, participants will explore Fireman Rob's 7 Catalysts for Growth©—Passion, Ownership, Decisions, Emotional Control, Resilience, Faith Over Fear, and Mental Strength—and their connection to the principles of Emotional Intelligence (EQ).

This blend of mental resilience and self-awareness training is designed to enhance leadership from the inside out.

FIREFIGHTER | VETERAN | ENDURANCE ATHLETE | AUTHOR | PODCASTER



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MORE THAN A KEYNOTE — A MOVEMENT

WHY LEADING ORGANIZATIONS TRUST FIREMAN ROB

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WHY LEADING ORGANIZATIONS TRUST FIREMAN ROB

- Bachelor of Science in Resource Management
- Master of Science in Emergency Management
- World Record – 40 miles in firefighter gear in 24 hours
- World Record – 23 Half Ironman races in one year (all run portions 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”
- Triathlon Magazine “Best Record-Breaking Performance”
- In Business Magazine “25 Most Influential People in Madison”



WHAT YOUR AUDIENCE WILL GAIN

After Rob's keynote or workshop, your people will leave not only inspired but equipped with:

- Resilient Mindset strategies to thrive under pressure.
- Courage to act decisively in uncertain times.
- Tools to lead themselves first, then others.
- Frameworks for managing stress, adversity, and mental health at work.
- A renewed sense of purpose, passion, and ownership.

Since 2013, the Fireman Rob Foundation has delivered 9,000+ Gund Bears and Strong Kids Books to children in hospitals and schools across 48 states and 4 countries. Every booking directly fuels this mission.



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