



# SCOTT MANN

Lieutenant Colonel (Retired) Scott Mann is a former U.S. Army Green Beret with tours all over the world including Colombia, Iraq, and multiple tours in Afghanistan. He is a warrior storyteller and the founder of Rooftop Leadership where he shares the rapport-building skills he learned in Special Forces to help today's leaders make better human connections in high-stakes, low-trust engagements. Scott helps organizations gain a better understanding of their internal culture while exposing the potential for conflict that exists when trust has deteriorated. In the same way, he empowered local tribes in Iraq and Afghanistan to make transformative decisions using very few resources, Scott teaches corporate leaders and their teams the relationship-building techniques that drove so many of his successful combat operations.

Scott is the author of the instant New York Times Best-Seller, Operation Pineapple Express, a third-person narrative detailing the harrowing stories of the veterans, volunteers, and Afghan Allies who navigated the US abandonment of Afghanistan in August of 2021. He has since founded Operation Pineapple Express Relief, a 501c3 to help support the emergency needs of our Afghan Allies such as safe passage out of Afghanistan, plus unforeseen resettlement needs. He regularly advocates in Congress and on national media outlets, such as CNN, FOX, and MSNBC, for the safe passage and resettlement of our abandoned Afghan Allies.

Scott is also the founder of the 501c3, The Heroes Journey, where he helps veterans, first responders, and their families find their voices and tell their stories in order to bridge the civilian-military divide. Scott has spoken on three TEDx stages and is also a playwright and actor in his recent play brought to film about the Afghan War and the unforeseen cost of war on our Veterans called Last Out.

Scott's greatest accomplishments are his family; he has three grown sons which now gives him the newfound opportunity to chase Monty, his wife of 27 years, around their Tampa home as often as possible.

# SPEAKING TOPICS

**ROOFTOP LEADERSHIP: AUTHENTICALLY CONNECTING PEOPLE TO PURPOSE.** *How do you lead people who are reluctant to follow?* The answer is human connection. Once we have a greater understanding of our need to connect with others can we start to build better, deeper, stronger relationships with those around us. Scott draws from his experiences leading and connecting people in some of the most challenging, war-torn environments in the world to outline powerful methods for fostering better trust and connection using time-tested Green Beret interpersonal skills that can be adapted by any organization. After all, what works in life and death, works even better in life and business.

**OPERATION PINEAPPLE EXPRESS.** *How do you lead when everything is falling apart and chaos reigns supreme?* In the heat of America's withdrawal from Afghanistan, a group of volunteer veterans stepped into the breach to lead a grassroots movement to help rescue Afghan nationals trapped in extremely dangerous conditions as the country collapsed all around them. Operation Pineapple Express, the nonprofit organization Scott founded and dedicated to rescuing and resettling our Afghan allies, played a pivotal role in their safe passage away from life-threatening situations. Scott will take the audience along for the heart-wrenching, moment-by-moment events as he tells the story of secretly moving Afghans through holes in the airport perimeter known as the Pineapple Express. Then, brings it all full circle as he challenges people to identify their own Pineapple Express and answer the call to lead in difficult times.

**LEAD YOURSELF FIRST.** *Supply chain shortfalls. Unprecedented change management. Low personnel numbers.* Now more than ever, teams are being asked to consistently perform at the highest level with fewer and more limited resources. This ultimately leads to burnout and high levels of turnover. In this talk, Scott demonstrates to leaders how they can inspire consistent high performance in a sustainable way. Drawing from his experiences as a leader in the Special Ops Community, he shares the ways embracing a culture of rhythm, rituals, regimen, and rigor can help teams overcome the inertia of burnout while remaining resilient over the long haul to achieve strategic objectives

**THE GENEROSITY OF SCARS.** *How can you connect with clients and associates when facing an epic struggle?* By telling your story; It's how the brain makes sense of the world, and how your audience makes sense of your mission. As Scott shares, through purposeful storytelling, you can create an impact, accelerate trust, and make your vision more relatable to the people you aim to connect with. In this talk, Scott leads a discussion where he walks audiences through the process of discovering purpose, building a movement, and learning to tell their story in the service of others. In doing so, he arms organizations with the skills needed to influence and engage people, while developing a competitive edge.

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**RECONNECTING AFTER THE STORM.** *How do we reconnect after the persistent fear, unprecedented change, and epic isolation of a multi-year pandemic?* Reemerging and reconnecting after a storm like the one we've been through is not to be left to instinct alone. "The Great Resignation" has shown us that leaders who can't reconnect with their people wherever they are on their emotional journey will likely lose them. This affects performance and the bottom line. Scott shares his lessons learned from reconnecting as a multi-tour veteran returning home from war and how they can be adapted to the evolving workplace. Creating parallels to people returning to the office, he offers hard-hitting human connection skills that will enhance leaders' ability to boost psychological safety and human connection in their organizations, while uniting their people around a shared purpose.

**GETTING BELOW THE WATERLINE IN TIMES OF LOW TRUST.** *How do you overcome the trust gaps between you and the people you serve that seem so pervasive in these complex times?* As Scott shares, you have to get below the waterline – that's where the real essence of humanity and connection, regardless of language or culture, resides. Green Berets recognize this, and it's how they build rapport in low trust, war-torn environments where there is a thin line between life and death. Having trained Green Berets in this social science skillset for more than two decades, Scott gives audiences a crash course on how to get below the waterline with their teammates and clients. He shares actionable steps for building the type of trust that moves people to follow you and invest in a shared vision, as well as insights for developing a detailed plan of action that is more relevant to achieving your objectives.



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