

# Bob Regnerus (Pronounced R+egg+near+us)



I'm Coach Bob Regnerus and I help people remember who they are and guide them to who they want to become.

"Coach" is a title I proudly carry from the basketball sidelines to the transformative work I do in people's lives.

I help unfulfilled entrepreneurs and business owners pursue their bigger calling, embrace their true potential and take bold steps towards their destiny, so they can live a life filled with purpose, passion, and unbridled satisfaction and joy.

Over my 25+ year career, my journey has taken me from the early days of e-commerce to the forefront of digital advertising and storytelling. Along the way, I've authored five books, hosted a radio show, and produced a podcast, all aimed at empowering individuals to share their stories and make an impact.

I also find joy and fulfillment being a husband to my high-school sweetheart and a father to two amazing adult daughters, who are known for their kindness, creativity, and independence. My wife and I are golf enthusiasts and our goal is to play as many bucket list courses around the world as we can.

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## Topics

1. Humanity and Identity In The World Of AI
2. Asking Questions vs. Seeking Answers
3. The Benefits Knowing Who You Are Professionally and Personally
4. Leveraging Personal Identity in Marketing to Truly Stand Out From the Crowd
5. The 4 Components of Identity and How They Lead Your Life and Choices
6. Practical Ways To Discover Who You Are
7. How To Answer the Question, "Who Do I Want To Be?" and Why This is Critical
8. "Fit Around" vs. "Fitting In" and the Beautiful Implications of this Mindset

## Questions

1. What are different ways to view AI instead of threatening?
2. What questions should I be asking myself?
3. How does knowing Who I Am benefit my life?
4. How can I truly stand out in my marketplace with so much noise being produced?
5. What elements of Identity should I dig into?
6. What tools or resources help me better discover Who I Am?
7. How does life change when I ask myself, "Who Do I Want To Be?"
8. What is the concept of "Fitting Around" and how does it change my life?

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