



THE TRIPLE R™

A Free 10-Step Guide to Building Relevant Resilience

By Craig Colley · Keynote Concert Speaker · 2025 Edition

60+

YEARS ON STAGE

12,000+

LIVE PERFORMANCES

Zero

SHOWS MISSED. EVER

HOW TO USE THIS GUIDE

This guide is designed to be simple, practical, and repeatable. Read one step a day — or all ten in one sitting. What matters most is **action**. Resilience isn't something you wait for. It's something you practice.

At its core, The Triple R™ is built on three forces that reinforce each other:

RHYTHM	RELEVANT	RESILIENCE
Recognize when the world changes	Stay connected to the moment you're in	Continue forward no matter what happens

Underneath all three is the force that sustains them: **the dream that gives us reason to keep going.**

THE 10 STEPS

One step a day — or all ten in one sitting. What matters most is action.

1

Reconnect to Your Dream

Remember what made you believe anything was possible.

Every resilient life starts with a dream — not a goal, not a task list — but a moment of clarity when something inside you said, *"That's it. That's what I want."* A dream gives you the reason to keep showing up. It's what keeps you practicing when nobody is listening. It's what keeps you going when things don't go the way you expected.

ACTION

- Close your eyes for 60 seconds.
- Picture a moment from your past when you felt inspired, alive, or certain.
- Write one sentence: *"If nothing stopped me, I would..."*

This is your starting point.

2

Name Your "Beatle Moment"

The vision that still plays in your mind.

For Craig, it was February 1964 — an eight-year-old boy from Chicago sitting in front of the family television, watching four young men from Liverpool change the world on *The Ed Sullivan Show*. That was the Beatle Moment. A single image that set a direction for life. When life gets hard, this vision becomes your anchor.

ACTION

- Identify one defining image, experience, or idea that shaped who you wanted to become.
- Give it a name.
- Write it down where you'll see it every day.

Every journey back to resilience begins by remembering where you started.

3

Make It Physical (The "Fake Guitar" Rule)

Belief grows when dreams become tangible.

Craig didn't own a guitar — so he made one from cardboard and sewing thread. It didn't make a sound, but it created belief. Dreams that stay invisible fade. Dreams you can touch grow stronger. This is true for individuals, leaders, and organizations.

ACTION

- Create a physical reminder of your dream: a sketch, object, notebook, photo, or symbol.
- Place it where you'll see it every day.
- Tell one other person what it represents.

What you can see and touch, you can pursue.

4

Turn Intention into Direction

Dreams need alignment before action.

Resilience comes from knowing *why* you're moving — not just staying busy. In a world accelerating with AI and constant change, clarity of direction is a competitive advantage. The rhythm of change rewards those who know exactly where they're heading.

ACTION

- Write one sentence answering: "*Why does this matter now?*"
- If the answer feels vague, simplify it until it feels true.
- Share it with your team or someone who holds you accountable.

Clarity creates momentum.

5

Practice with Purpose*Repetition builds resilience.*

After 12,000+ live performances, one lesson stands above all others: you don't get better by waiting to feel ready. You get better by showing up — again and again. Progress doesn't come from perfection. It comes from repetition. The musicians who last aren't the ones who never made mistakes. They're the ones who kept playing.

ACTION

- Identify one small daily practice connected to your dream.
- Commit to doing it imperfectly, but consistently.
- Track it for 10 consecutive days.

The show must go on — even in rehearsal.

6

Show Up No Matter What*Consistency beats motivation.*

In 60+ years on stage — through dyslexia, through a CLL cancer diagnosis in 2017, through hearing loss, through tinnitus, through COVID — Craig never missed a performance. Not because every show felt perfect. Because showing up is what builds trust, confidence, and identity. Reliability is resilience made visible.

ACTION

- Make one promise to yourself you will keep this week.
- Keep it — even when you don't feel like it.
- Notice how your self-trust grows when you do.

The people who thrive through change are the ones who keep showing up.

7

Turn Failure into Fuel*Adversity is not the obstacle. It is the path.*

Dyslexia. Rejection from a music professor who said he'd never make it. Cancer. Hearing loss. None of these stopped the journey — but each one shaped it. When AI, market shifts, or unexpected disruptions arrive, the question isn't whether things went wrong. It's what you do with what happened.

ACTION

- Write down one recent disappointment or setback.
- Finish this sentence: *"This experience is training me to..."*
- Identify one concrete action that turns that lesson into momentum.

Pain becomes power when you assign it purpose.

8

Stay in Motion*Momentum begins with movement.*

A parked car can't be steered. Action — even small action — creates direction. When the rhythm of the world changes (and right now, AI is accelerating that change faster than ever), the people who recognize the new rhythm first and move with it are the ones who stay relevant. Movement creates confidence. Confidence creates resilience.

ACTION

- Take one step today toward your dream that requires effort, not perfection.
- Identify one area where AI or change is reshaping your industry — and take one curious step toward it.
- Movement over perfection, always.

Success isn't about controlling change. It's about recognizing the rhythm of it.

9

Filter Noise and Distractions*Protect your rhythm.*

Every performer learns this quickly: you can play every note perfectly and still lose the audience if you're not connected to the room. Relevance requires focus — the willingness to ask *"What does the world need now?"* while protecting the habits that keep you at your best. What you protect determines what grows.

ACTION

- Identify one distraction you will reduce or remove this week.
- Replace it with a habit that supports your goal.
- Ask yourself once a day: *"Is this moving me toward relevance — or away from it?"*

Relevance isn't about abandoning who you are. It's about staying connected to the moment you're in.

10

Do What You Say You're Going to Do*This is the foundation of trust, confidence, and resilience.*

Every strong career, relationship, and life comes down to one simple rule: do what you say you're going to do. This is how you build a culture of resilience — in yourself, on your team, and in your organization. It's the discipline behind the Triple R™ framework. And it's what separates people who survive disruption from those who define what comes next.

ACTION

- Write three commitments you will honor this month.
- Share at least one of them with someone who will hold you accountable.
- Keep them.

This single habit changes how you see yourself — and how the world sees you.

THE TRIPLE R™ IN ONE SENTENCE

Reconnect to your dream. **Reveal** it in the real world.

Repeat until resilience becomes your rhythm.

FINAL THOUGHT

One day, you may not remember every word you read here. But you *will* remember how you felt — clearer, stronger, and more capable than you thought possible.

Stretch a little further than you think you can. You've already done it before.

And remember: through every wave of disruption — drum machines, synthesizers, the internet, AI — the human spirit has always been the thing technology couldn't replace. The creativity. The connection. The dreams that inspire them.

THREE KEYNOTE CONCERT PROGRAMS

A single, unified experience of live storytelling and live music

01

The drum machine was supposed to kill live music. It didn't. The synthesizer was going to make musicians obsolete. It didn't. And AI — despite what the headlines say — is not going to be the end of your career, your company, or your competitive edge. But only if you understand what it actually is. This keynote concert uses 60 years of watching technology disrupt the music industry to give your audience a completely new lens on AI. Not hype. Not fear. A clear, proven, human framework.

OUTCOME

Audiences leave with a practical 3-step AI action plan — and clarity instead of fear.

IDEAL FOR

Corporate annual meetings, leadership retreats, association conferences, sales kickoffs.

02

Resilience isn't something you wait for. It's something you practice — until it becomes your rhythm. This keynote concert doesn't just talk about resilience. It demonstrates it — live on stage — through a 60-year story of showing up, adapting, and refusing to let disruption be the end of the story. The Triple R™ framework gives your audience practical tools to stay relevant, stay resilient, and produce real results in a world that never stops changing.

OUTCOME

Audiences leave with the Triple R™ framework and a personal resilience roadmap.

IDEAL FOR

Leadership retreats, annual meetings, sales kickoffs, healthcare conferences, non-profit galas.

03	
	At some point, the music stops. Not because the musician quit — but because somewhere between the dream and the daily grind, the original reason got buried under meetings, metrics, and momentum that went somewhere other than where it was supposed to go. Strike a Chord uses live music and one of the most unusual careers in American entertainment to show what happens when a person — or an organization — reconnects to the purpose that started everything.
OUTCOME	<i>Audiences leave with a purpose-to-results framework and the clarity to lead from what actually matters.</i>
IDEAL FOR	Executive leadership gatherings, corporate culture events, team off-sites, major transitions.

All three programs are available as full Keynote Concerts — a single, unified experience of live storytelling and live music that cannot be replicated by any other format.

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| <p><i>"From the moment Craig took the stage, the energy in the room shifted. He has a rare gift for making a large audience feel like an intimate conversation through his enticing storytelling and meaningful music."</i></p> | <p>— Chuck Bayless — VP
Corporate Services</p> |
| <p><i>"Craig helped me stop seeing my struggles as roadblocks in business and personally and start seeing them as part of the process."</i></p> | <p>— Pam G. — Consultant</p> |
| <p><i>"His story gave me the courage I needed to start again — and helped me rediscover the dream driving my resilience."</i></p> | <p>— Ruth L. — HR &
Administrative Assistant</p> |

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Craig's calendar fills early — reach out to check availability

Web craigcolleykeynote.com

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