AFTERBURNER

STRONGER LEADERS. BETTER EXECUTION.

LEARN BOTH FROM FIGHTER PILOTS.

From the cockpit to the boardroom, Afterburner equips leaders with the mindset, methods, and discipline to align teams, make better decisions, and turn strategy into measurable performance.

WHO IS AFTERBURNER



AFTERBURNER

THE PROBLEM AND THE AFTERBURNER DIFFERENCE

WHEN STRATEGY LOSES FOCUS, EXECUTION BREAKS DOWN.

- Priorities compete.
- Teams lack alignment.
- Lessons learned fail to drive change.

THE AFTERBURNER DIFFERENCE

Inspiration can ignite a team. A repeatable system drives what happens next.

Afterburner brings the fighter-pilot mindset into business through Plan, Brief, Execute, Debrief, a repeatable method that helps teams align, act with accountability, and continuously improve.

01
PLAN
Align priorities and define the mission.

02
BRIEF
Clarify ownership, risks, expectations, and a clear understanding.

03
EXECUTE
Act with discipline and adapt in real time.

04
DEBRIEF
Identify lessons, replicate wins, and improve the next move.

Learn without ego.
Improve with accountability.

REPEAT

Beyond a moment of inspiration. A method for every objective.

AFTERBURNER

PROVEN IN BUSINESS

REAL-WORLD IMPACT. MEASURABLE RESULTS.

More than three decades translating fighter-pilot mindset into business performance.

2.2M LEADERS TRAINED

3,500+ ORGANIZATIONS SERVED

30+ YEARS OF EXPERIENCE



RETAIL | SPECSAVERS

13.5%

SALES INCREASE

Reversed a prolonged decline in four months.



TECHNOLOGY | SAGE INTACCT

100%

OF HALF-YEAR SALES QUOTA

Recovered projected shortfall within 60 days.

Client-reported results published by Afterburner.

OUR APPROACH

FOUR WAYS TO STRENGTHEN LEADERSHIP AND EXECUTION.

AFTERBURNER

Fighter-pilot mindset, delivered in the format your team needs most.



INSPIRE

IGNITE THE ROOM.

High-impact keynotes that shift mindset, challenge thinking, and set a higher standard for leadership and execution.

BEST FOR

Conferences, leadership summits, and company kickoffs.

FLAWLESS LEADERSHIP KEYNOTE
FLAWLESS EXECUTION KEYNOTE



EXPERIENCE

BUILD TRUST. PERFORM AS ONE.

Immersive, hands-on experiences that strengthen communication, teamwork, and decision-making under pressure.

BEST FOR

Team building, sales kickoffs, executive retreats, and cross-functional alignment.

TOP GUN EXPERIENCE
AFTERBURNER LEGO® CHALLENGE
SMALL TEAMS, BIG WINS



APPLY

SOLVE REAL CHALLENGES.

Practical, hands-on workshops that align teams, sharpen priorities, apply lessons learned, and turn strategy into action using proven fighter-pilot methods.

BEST FOR

Strategic planning sessions, Quarterly Business Reviews, and execution challenges.

PLANNING WORKSHOP
DEBRIEF WORKSHOP
HDD BUILD WORKSHOP



ACCELERATE

BUILD MOMENTUM THAT LASTS.

Leadership programs and coaching that create lasting accountability, organizational alignment, stronger execution habits, and continuous improvement.

BEST FOR

Ongoing leadership development, culture shift, and sustained performance.

FLAWLESS LEADERSHIP PROGRAM
INDIVIDUAL & TEAM COACHING

INSPIRE + EXPERIENCE

INSPIRE THE ROOM. CHANGE HOW TEAMS PERFORM.

AFTERBURNER



FLAWLESS LEADERSHIP & FLAWLESS EXECUTION KEYNOTES

30–60 MIN | AUDIENCE WIDE

Fighter-pilot-led keynotes that challenge conventional thinking and give audiences practical lessons in leadership, decision-making, and execution.

You Leave With: *A shared language for everyone and practical principles they can apply immediately.*

Watch the video →



TOP GUN EXPERIENCE

UP TO 4 HRS | 5–2,000

Teams navigate a high-pressure mission that tests communication, decision-making, adaptability, and execution under pressure.

You Leave With: *A clearer understanding of team performance, opportunities for improvement, and actions to strengthen collaboration.*

Watch the video → *Keynote Included.



AFTERBURNER LEGO CHALLENGE

90 MIN | 5–2,000

Two builds. One structured debrief. Teams experience how improved communication, accountability, and continuous improvement change performance and results.

You Leave With: *A practical introduction to debriefing and a repeatable approach for improving team results.*

Watch the video → *Keynote Included.*

ALSO EXPLORE

SMALL TEAMS, BIG WINS

An immersive leadership experience for smaller groups ready to build stronger connections and apply execution principles to their real business challenges.

AFTERBURNER

APPLY + ACCELERATE

MAKE EXECUTION YOUR ADVANTAGE.

Equip leaders to align priorities, strengthen accountability, and build high-performing teams that lead with discipline.

Planning Workshop

Watch →

UP TO 4 HRS I LEADERSHIP & EXECUTIVE TEAMS

Turn priorities into a strategic, actionable plan. Align teams around shared objectives, clarify ownership, and establish a coordinated approach to execution.

You Leave With: Clear priorities, defined responsibilities, and an actionable plan.

*Pair with Keynote or Experience

Debrief Workshop

Watch →

UP TO 4 HRS I LEADERSHIP & EXECUTIVE TEAMS

Uncover performance gaps, challenge assumptions, and turn lessons learned into meaningful improvement through Afterburner's structured, Nameless and Rankless debrief process.

You Leave With: Identified performance gaps, corrective actions, and clear accountability for improvement.

*Pair with Keynote or Experience

HDD Build Workshop

2 DAYS I UP TO 40 PARTICIPANTS

Bring leadership teams together to define a measurable vision for your company, prioritize the initiatives that matter most, and align execution around a shared plan with team buy-in.

You Leave With: A clear strategic destination, agreed priorities, and an aligned path forward.

*Pair with Keynote or Experience



FLAWLESS LEADERSHIP PROGRAM

CREATE A FLAWLESS EXECUTION CULTURE

12 WEEKS | 10–15 PER COHORT

Build the leadership habits and accountability systems that drive sustained performance. Through a 12-week program combining live learning, practical application, and targeted coaching, leaders establish a repeatable rhythm for planning, execution, and continuous improvement.

Program includes: In-person kickoff, six learning modules, six X-GAP coaching sessions, and a final debrief.

You Leave With: A shared execution system, demonstrated leadership growth, and measurable progress against a real business initiative.

AFTERBURNER

THE PILOT BENCH

ELITE PILOTS. PROVEN BUSINESS LEADERS.

Our team brings more than cockpit experience. They've built businesses, led organizations, navigated complex challenges, and applied the same execution principles they now teach



ROCKO

Rob Ceravolo

CEO, Afterburner

IN BUSINESS

Founder/ CEO Commuter Airline · EY Entrepreneur of the Year, 2019

IN THE COCKPIT

U.S. Navy F-14 Fighter Pilot · TOPGUN



MURPH

James D. Murphy

Founder, CEO Afterburner Capital

IN BUSINESS

Founder, Afterburner & Afterburner Capital · 11-time Inc. 500 honoree

IN THE COCKPIT

U.S. Air Force F-15 Fighter Pilot



FLASH

Bobbi Doorenbos

American Airlines Pilot

IN BUSINESS

Corporate board experience; former White House Fellow

IN THE COCKPIT

Brigadier General, USAF (retired), F-16 fighter pilot



STRYKER

Don Haley

CEO, AU Technologies

IN BUSINESS

Executive leadership across advanced technology companies

IN THE COCKPIT

Colonel, USAF (retired) · F-15E Strike Eagle pilot

Meet the full team →

AFTERBURNER

LET'S DISCUSS YOUR TEAM'S LEADERSHIP AND EXECUTION CHALLENGES.



Every organization has a mission. Let's talk about what you're working to achieve, what's standing in the way, and how Afterburner can help your team lead with greater clarity and execute with confidence.

HOW WE PARTNER WITH YOU

DISCOVER
Understand your goals and challenges.

DESIGN
Tailor the right engagement for your team.

DELIVER
Equip your team with proven execution methods.

IMPROVE
Debrief, measure impact, and define what's next.

TALK TO OUR TEAM →

A 20-minute conversation. Just a discussion about your team's next mission.

AFTERBURNER.COM