

THINK LEAD FIGHT WIN.

About Coach Bruce



Coach Bruce Babashan is a former corporate executive turned nationally respected boxing coach and keynote speaker. With decades of experience coaching Olympians, world champions, and national titleholders, he's known for his unmatched ability to teach leadership, communication, and high-performance thinking under real pressure. A former champion athlete himself, Coach Bruce draws from the ring, the boardroom, and the locker room to help leaders and teams perform when it matters most.

As a speaker, Coach Bruce is engaging, real, and unforgettable. He brings hard-earned insights, powerful storytelling, and practical tools to every stage. His talks are tailored to athletes, coaches, executives, and organizations who want to lead with purpose, think with clarity, and fight for what matters. Whether in the ring or in life, he's always in your corner.



Think Like a Champion

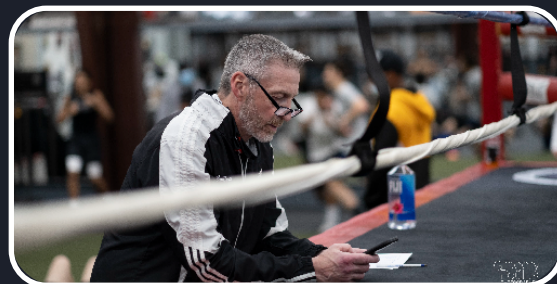
A mindset-focused keynote that teaches athletes, leaders, and teams how to think with clarity, courage, and purpose under pressure.

Lead Like a Champion

For coaches, executives, and team leaders who must make tough decisions, build trust, and inspire others to follow their example.

Fight Like a Champion

A high-energy keynote for anyone facing adversity, showing how grit, resilience, and preparation create everyday champions.



The Dangerous Drift

For organizations, teams, and leaders who want to recognize and prevent slow cultural decline before it leads to failure.

The Five Types of Teammates

Perfect for teams and team leaders who want to understand team dynamics and build a culture of accountability and contribution.

Crunch Time Conversations

Designed for coaches, managers, and communicators who need to deliver the right message when the stakes are high and time is short.

Why Hire Coach Bruce.

Coach Bruce isn't just a speaker—he's a coach in every sense of the word. With a powerful blend of real-world experience, high-performance insight, and hard-earned wisdom, he helps audiences cut through the noise and get to what really matters. He speaks with energy, heart, and clarity, offering practical tools and unforgettable stories that move people to think differently, lead boldly, and perform under pressure. Trusted by coaches, executives, and teams nationwide, Coach Bruce is the kind of speaker who leaves a lasting impact—because he's been in the fight, and he knows how to win it.



Our Clients



What Clients Are Saying

"We needed someone for our annual conference to 'hit a home run for us.' We hired Bruce, and he knocked it out of the park! His expertise and talk was exactly what we were looking for and exactly what our members needed to hear."



David Dorwalt
 CEO