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Keynote Program

"The 30-Day Challenge
One Small Action Can Change Everything"

Abstract

Complex problems rarely require one heroic solution. More often, they change because one person decides to take the first step.

In this inspiring keynote, Daniel McDonald introduces the **30-Day Challenge**—a practical leadership framework that empowers individuals and organizations to stop waiting for someone else to solve the problem and start creating meaningful change themselves. Drawing on his experience founding the nationally recognized Tampa Police Department Homeless Initiative, Daniel shares remarkable true stories that demonstrate how small, intentional actions can transform lives, strengthen organizations, and inspire entire communities.

More than a presentation about service, this keynote challenges audiences to rethink what leadership looks like. Attendees will discover practical strategies for building momentum, fostering collaboration, and creating cultures where initiative, ownership, and trust thrive—even when facing complex challenges.

Participants will leave inspired to launch their own 30-Day Challenge with practical, actionable steps they can immediately apply at work, at home, and in their communities. Because extraordinary change doesn't begin with sweeping reforms—it begins the moment one person decides to act.

Learning Objectives

1. **Recognize** how small, intentional actions create momentum that leads to meaningful change for individuals, teams, and communities.

2. **Apply** practical leadership strategies that foster ownership, build trust, and solve complex challenges through collaboration and initiative.

3. **Develop** a personalized 30-Day Challenge with specific, measurable actions participants can implement immediately to create lasting impact.