DANIEL MCDONALD, MPA

dan@danielmcdonald.live / 727-223-1200 / www.danielmcdonald.live

Keynote Program

The 30-Day Challenge
One Small Action Can Change Everything

Abstract

Too often, individuals and organizations recognize problems but struggle to turn good intentions into meaningful action. Complex challenges feel overwhelming, responsibility becomes someone else's concern, and progress stalls.

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.

Ideal for leadership conferences, associations, and organizations seeking to turn inspiration into action, this keynote equips participants to launch their own 30-Day Challenge with practical steps they can apply at work, at home, and in their communities.

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.