



MEDIA KIT • SPEAKING • 2026

# Joe Jackson

*You don't bounce back. You build forward.*

Joe Jackson is a designer of 25+ years, founder of Digital Landscaper and Artist Growth System, and the creator of The Rebuild Method™. He speaks on resilience and rebuilding after a 2020 crash left him with a traumatic brain injury and nearly a year in a wheelchair.

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|                     |                                                     |
|---------------------|-----------------------------------------------------|
| BASED               | Traveling full-time by RV, United States            |
| SPEAKS ON           | Resilience, rebuilding, design, creative leadership |
| SIGNATURE FRAMEWORK | The Rebuild Method™ — seven moves                   |
| FEE RANGE           | \$3,000 – \$7,500 + travel                          |

BOOKING

[joe@joejacksoncreative.com](mailto:joe@joejacksoncreative.com)

[youbuildforward.com/speaking](https://youbuildforward.com/speaking)

# Bio, intro, and fast facts

## SHORT BIO (50 WORDS)

Joe Jackson is a designer of 25+ years, founder of Digital Landscaper and Artist Growth System, and the creator of The Rebuild Method™. He speaks on resilience and rebuilding after a 2020 crash left him with a traumatic brain injury and nearly a year in a wheelchair.

## FULL BIO

Joe Jackson is a designer of 25+ years and the founder of Digital Landscaper and Artist Growth System. In June 2020 a car crash left him with a traumatic brain injury, a broken neck, and nearly a year in a wheelchair. The rebuild that followed became The Rebuild Method™ — the framework behind his keynotes. He speaks from the patient's chair and the designer's desk, currently traveling the country by RV.

## INTRODUCTION SCRIPT (READ FROM STAGE)

*Our next speaker spent twenty-five years designing for other people. In June 2020 a car crash left him with a traumatic brain injury, a broken neck, and nearly a year in a wheelchair. What he built on the other side of that year became The Rebuild Method™. Please welcome Joe Jackson.*

## PROMO COPY YOUR TEAM CAN POST

### Program blurb — 50 words

Designer Joe Jackson spent a year rebuilding after a crash that took his mobility and his memory. In this keynote he trades the language of bouncing back for something more useful: a designed, seven-move process for building the next version of a life, a team, or a career.

### Social post — short

We're bringing Joe Jackson to the stage. Twenty-five years a designer, one year in a wheelchair, and a framework for what comes after. You don't bounce back — you build forward.

## FAST FACTS

### BASED

Traveling full-time by RV, United States

### SPEAKS ON

Resilience, rebuilding, design, creative leadership

### SIGNATURE FRAMEWORK

The Rebuild Method™ — seven moves

### FEE RANGE

\$3,000 – \$7,500 + travel

### AVAILABILITY

Live calendar at  
youbuildforward.com/speaking

### BOOKING

joe@joejacksoncreative.com

## HEADSHOT



High-resolution headshots and event photos: request at  
joe@joejacksoncreative.com

## BRAND COLORS

|                                                                                       |            |         |
|---------------------------------------------------------------------------------------|------------|---------|
|  | Paper      | #F4F1EA |
|  | Ink        | #111110 |
|  | Terracotta | #B34A2C |

# Approved headshot and stage photos



HEADSHOT • CREDIT "JOE JACKSON CREATIVE"

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## USAGE

Everything on this page may be used in event programs, press, and promotion for a booked engagement. Credit "Joe Jackson Creative" wherever a credit line exists.

For banners, large-format print, or video, ask and source files will be sent the same day.

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## FULL-RESOLUTION FILES

[youbuildforward.com/speaking/photos](https://youbuildforward.com/speaking/photos)

Or email [joe@joejacksoncreative.com](mailto:joe@joejacksoncreative.com)

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## THE ONE-PAGE KIT ONLINE

Bios, photos, the full talk script, and every one-sheet live together at [youbuildforward.com/speaking/media-kit](https://youbuildforward.com/speaking/media-kit).

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## FROM THE STAGE

On-stage photos are added as engagements wrap. The current set always lives at [youbuildforward.com/speaking/photos](https://youbuildforward.com/speaking/photos).

# Talks and workshops

## 01 You Don't Bounce Back — You Build Forward.

45-60 MIN

Flagship keynote · Conferences · Healthcare · Leadership

In June 2020 a car crash rewrote my life: traumatic brain injury, a broken neck, nearly a year in a wheelchair, and chronic pain that still visits. This talk is what I found on the other side of trying to recover the old version of me — a deliberate, designed process for building the next one.

- Why the language of bouncing back quietly keeps people stuck.
- The seven moves of The Rebuild Method™, in the order they actually work.
- How imagination, immersion, and stillness change what a body will attempt.

## 02 Designing the Room Around Recovery

45 MIN

Healthcare & rehabilitation · Hospitals · Rehab teams · Clinical conferences

A patient's perspective on the environments recovery happens in — and what design can do about them. I spent months looking at ceiling tiles. This is what I wish those rooms, and the people in them, had been designed to do.

- What patients hear underneath clinical language.
- Environment as an active part of the treatment plan.
- Immersion and nature exposure as practical, low-cost tools.

## 03 Intuitive Resilience™ for Creative Teams

45 MIN

Leadership & creative culture · Design teams · Founders · Leadership offsites

Twenty-five years designing for other people, two companies built, and one year that broke the whole system. What I learned about creative work under pressure — and why intuition is a discipline, not a mood.

- Designing decisions when the brief keeps changing.
- Quieting the noise long enough to hear an actual signal.
- Building a creative practice that survives a hard year.

## 04 The Rebuild Method™ Workshop

2-4 HOURS

Half-day workshop · Teams · Retreats · Patient & caregiver groups

The framework, worked through rather than watched. Small groups move through all seven steps with guided stillness, imagination work, and a written next-step commitment each person leaves with.

- A completed personal rebuild map.
- Two stillness practices that work in ordinary settings.
- An imagination exercise for a future that isn't visible yet.

# Formats, fit, fees, and tech

## FORMATS

|                                                      |           |
|------------------------------------------------------|-----------|
| <b>Keynote</b>                                       | 45-60 MIN |
| Single speaker, no panel needed. 50-2,500 attendees. |           |
| <b>Short keynote</b>                                 | 20-30 MIN |
| Condensed Build Forward for tight plenary blocks.    |           |
| <b>Fireside / Q&amp;A</b>                            | 30-45 MIN |
| Moderated conversation, questions supplied ahead.    |           |
| <b>Workshop</b>                                      | 2-4 HOURS |
| The Rebuild Method™ worked through. Cap of 40.       |           |

## AUDIENCE FIT

|                                                                                 |
|---------------------------------------------------------------------------------|
| <b>Healthcare &amp; rehab</b>                                                   |
| Hospital systems, rehab teams, patient and caregiver conferences.               |
| <b>Leadership &amp; culture</b>                                                 |
| Offsites, all-hands, and leadership summits facing a hard reset.                |
| <b>Design &amp; creative</b>                                                    |
| Studios, in-house teams, and creative conferences.                              |
| <b>Association &amp; civic</b>                                                  |
| Member conferences and community events wanting a human story with a framework. |

## TECHNICAL NEEDS

- Wireless lavalier or headset mic
- HDMI or USB-C to house projection, 16:9
- Confidence monitor when available
- Stage or floor — no lectern needed
- Slides delivered 5 business days ahead

## FEE RANGE

**\$3,000 – \$7,500**

Scales with format, travel, and audience size.  
Travel and lodging from current RV location.  
Non-profit and patient-group rates on request.

## WHAT YOUR EVENT GETS

- Briefing call before the event to tune the talk to your audience
- High-resolution headshots and approved bio copy for your program
- Promo blurbs and social copy your team can post as-is
- Slides delivered 5 business days ahead for AV review
- Tech check with your AV lead before doors open
- A 48-hour recap note with resources for attendees

## BOOK A DATE

Check live availability and hold a date on the speaking calendar, or email directly — replies within two business days.

**joe@joejacksoncreative.com**  
youbuildforward.com/speaking

# You Don't Bounce Back — You Build Forward.

*The flagship keynote as delivered, word for word. Timings flex for the 45- and 30-minute versions; the arc does not change.*

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## 00:00 • The intersection

I want to start with a sentence people said to me constantly for about two years. They meant it kindly, every single time. They said: you'll bounce back.

In June of 2020 I was in a car crash. Traumatic brain injury. A broken neck. Close to a year in a wheelchair. Chronic pain that still visits, on its own schedule, without asking.

For twenty-five years before that I had been a designer. I solved problems for a living. So I did what designers do — I looked at the situation, and I set a goal. The goal was: get back to the guy I was on the morning of the crash. That goal, it turns out, was the single most expensive mistake of my recovery.

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## 06:00 • Why bouncing back keeps people stuck

Bouncing back is a physics metaphor. A ball hits the floor and returns, unchanged, to where it started. That is a lovely image and it has almost nothing to do with a human being after an impact.

When your goal is the old version of you, every day becomes a comparison. You measure the body you have against the body you had. You are, structurally, guaranteed to lose that comparison — and losing it daily is corrosive in a way that has nothing to do with your injury.

So I stopped. Not out of wisdom. Out of exhaustion. And in the gap that opened up, a different question showed up: if I'm not going back, what am I building?

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## 13:00 • Resilience is a sequence

We talk about resilience like it's a personality trait. Some people have it, some don't, and the ones who do just decide to be okay.

That was not my experience. What I found was a sequence — a set of moves that only work in a particular order, and each one makes the next one possible. Do them out of order and nothing takes.

I ended up naming it, because I'm a designer and naming things is how I make them real. The Rebuild Method. Seven moves.

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## 18:00 • Receive, and enter stillness

Receive means you stop arguing with a reality that already happened. Not acceptance in the greeting-card sense — you don't have to like it. You just stop spending energy on the version of the day where the crash didn't happen.

I'll be honest about what receiving actually was for me, because it wasn't graceful. It was God, and I was furious at Him. For months. I had the argument out loud in a hospital room with nobody else in it. What ended the argument wasn't an answer — it was prayer, and what prayer handed back was forgiveness. Forgiveness of the driver. Forgiveness of my own body for failing. And somewhere in there, gratitude took over the room. That's the mantra I still say every morning: gratitude is my attitude.

Some of you call that God. Some of you say the Universe. I use both, and on hard days I talk to my Guards and Guardians, and I talk to my Father — which means God, and it also means my dad, who died suddenly twenty-five years ago and has been standing at my shoulder ever since. Use whatever word is true for you. What matters is that you stop carrying it alone, because you were never built to.

# You Don't Bounce Back — You Build Forward.

Then: stillness. This one surprises rooms. Before you solve anything, quiet the nervous system. A body in alarm cannot plan. It can only defend. For me that was breathwork, then prayer, then meditation — long before it was anything that looked like progress.

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## 24:00 · Befriend the body, use imagination

Befriending the body is the move nobody wants. When your body is the source of the pain, the instinct is to treat it as the opponent. But pain is signal. Tension is signal. Underneath both there is usually information you actually need.

Then imagination — and this is the part where the designer and the patient finally met. From a hospital bed I started building nature immersions in VR, because I couldn't get to a forest and I needed one. I was, without knowing the words for it, giving my body a possibility clear enough to walk toward.

That's what imagination does here. It isn't optimism. It's specification. You render the next version of your life in enough detail that your body will attempt it.

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## 32:00 · Immerse, and live the next step

Immersion means putting yourself inside something larger than your current story. Nature. Awe. Worship. Art. Community. The scale of it does the work — it moves you out of the center of your own narrative for long enough to breathe. That larger thing, for me, has a name. Yours might have a different one. It just can't be you.

And then the smallest move in the method, which is also the one that carries everything: live the next step. Not the plan. Plans require a future you can see. The next honest, doable step requires only today.

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## 38:00 · Design who you become

The last move is the whole argument. Don't reconstruct the old you. Build the one you were being made into. I don't think I designed that man by myself — I think I was being pointed at him, and my job was to keep saying yes to the next step.

That's not a consolation prize. That's the first time most of us get to choose. Careers, bodies, relationships, companies — the ones that come after an impact are the only ones we ever build deliberately.

I run two companies now that would not exist without the worst year of my life. That isn't a silver lining. It's a design outcome.

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## 43:00 · Close

Everyone in this room is somewhere in this sequence. Some of you are still arguing with the reality. Some of you are stuck in a plan that needs a future you can't see yet.

So here's the ask. Before you leave the room, one next honest step. Small enough that you'll actually do it. Specific enough that you'd recognize having done it.

And when you take it, say the thing I say. Gratitude is my attitude. Not because the year was good — because I'm still here to have an attitude at all.

You don't bounce back. You build forward. Thank you.