



TRI LEADERSHIP RESOURCES BIOGRAPHY FOR KEYNOTE SPEAKER JEFF JONES



After selling over 1.5 million albums and playing over 1500 concerts in 49 states with his former band Big Daddy Weave, Jeff Jones began to see a common desire among the students he encountered along the way. As they interacted he began connecting the dots to develop the message he shares today. As a full-time youth speaker, Jeff now gets to share the principles he's learned and developed through life lessons over the years with students everywhere.

Jeff reveals the secret to success is making W.I.S.E. decisions. He created the acronym W.I.S.E. to remind students it's "What I Sacrifice Everyday" that will make their dreams a reality.