

#NOMATTERWHAT

5 PRACTICES TO UNLOCK YOUR POTENTIAL, UNLEASH UNSTOPPABLE GROWTH AND PRODUCE BREAKTHROUGH RESULTS IN AN INCREASINGLY UNCERTAIN WORLD

The world today is permanently transformed with pandemic fallout, tech disruption, talent shortages and global instability leaving massive and debilitating uncertainty in its wake. Change has always been inevitable for leaders to contend with, but the sheer scale and accelerating pace of change has become overwhelming for even the most diligent leaders. Unchecked, it can unconsciously leave people and companies fearful to take risk, resistant to growth and fatigued, fighting to keep up.

The world of predictability is dead. This defining moment is requiring leaders to get uncomfortable and radically reorientate their relationship to change. Hunting discomfort is the critical new competency required to effectively navigate post-pandemic disruption and thrive in this forever changed world. There are 5 mission-critical practices that have been used to create everything from billion dollar business wins to Olympic gold medalists, that anyone can grab onto and use to build the necessary courage to take intelligent risks, declare big visions and unlock their potential, regardless of the circumstances.

From multi-billion dollar startup collapse and coming back to launch, invest in and grow over 50 companies, Sterling has very personal experience confronting the unknown himself. Combined with research, psychology, the latest brain science discoveries and transformation work with leadership teams around the world, this unique perspective will forever change how you approach both business and life. You'll discover through heart-wrenching stories, hilarious anecdotes and compelling data an undeniable truth: that during even the most difficult times, we can all realize the most audacious growth, #NoMatterWhat.

KEY TAKEAWAYS

- **Mobilize** your team into change agents with the 5 #NoMatterWhat practices to create meaningful growth regardless of the circumstances.
- **Lean** into the transformation illuminated by the latest brain science behind this radical new approach.
- **See how to avoid the pitfalls** of growth and how to use the unknown, uncertain and unexpected to advance your objectives.
- **Find the** presence, peace and authentic connection behind the fear of the unknown
- **Be inspired** to take and implement the necessary tools to create breakthroughs in every aspect of your business and life.

HUNTING DISCOMFORT

BUILD THE MUSCLE TO THRIVE IN THE MODERN WORKPLACE #NOMATTERWHAT

Leaders are battling a future of uncertainty with no end in sight. They are quickly coming to the realization that in order to succeed, they need to make radical changes within their organizations but many don't know how to change the status quo. What's needed is an inflection point to kick start the process.

For many, it's time to stop avoiding, denying and simply surviving the discomfort of change and instead turn to a framework that will build a mindset to Hunt Discomfort. With his unique #NoMatterWhat strategies, Sterling Hawkins inspires audiences to make proactive choices forward rather than becoming crushed by uncertainty, burnout and disruption. His energizing #NoMatterWhat mantra instantly becomes an internal catalyst for individuals and teams to harness their greatest strengths. His technique creates connection, and breaks down siloed thinking and working, all while elevating employees at every level to rethink the way they perceive uncertainty and ultimately take control of how that discomfort creates opportunity. Sterling helps the audience reimagine what it means to have a growth mindset and provides access to a system that instead focuses on growth belief.

KEY TAKEAWAYS

- **Unveiling Transformation through Embracing Discomfort:** Recognize and challenge the prevailing "survival" narrative within your business, and witness the profound metamorphosis that arises when you embrace discomfort as a catalyst for positive change.
- **Harnessing Discomfort for Accelerated Growth:** Shift your perspective on discomfort, understanding its potential as a potent tool for driving growth with reduced stress, heightened efficiency, and swifter decision-making.
- **Empowerment through the #NoMatterWhat System:** Learn how to employ the #NoMatterWhat system to establish intent and yield immediate breakthrough results, regardless of challenges or obstacles.
- **Leveraging Psychological Insights for Rapid Learning:** Explore the latest findings in psychology and brain research to uncover strategies for harnessing discomfort's power, propelling learning at a rate four times faster while fostering action.
- **Unveiling the Transformational Power of Discomfort:** Unearth the concealed potential within discomfort by tapping into the latest psychological and brain research. This knowledge not only accelerates learning by a factor of four but also motivates decisive action.
- **Cultivating Collective Resilience:** Discover how to nurture a culture of resilience within your team, leveraging discomfort as a collective force to foster accelerated learning, decisive action, and holistic growth.

BEYOND LEADERSHIP

VALUES-DRIVEN LEADERSHIP #NOMATTERWHAT

Embrace the transformative power of values-driven leadership and watch as it breathes new life into your corporate culture. In a rapidly evolving business landscape, where profits and innovations often take center stage, it's the alignment of leaders' actions with a clear set of core values that can steer an organization towards lasting success. Values-driven leadership is not just about ticking off boxes on a checklist; it's a philosophy that infuses purpose, authenticity, and empathy into every decision and interaction #NoMatterWhat. By championing integrity, transparency, diversity, and social responsibility, leaders become role models, inspiring employees to engage more passionately and meaningfully with their work. This paradigm shift sparks a chain reaction, fostering a culture of collaboration, open communication, and shared vision. As employees feel valued and connected, their dedication amplifies, turnover diminishes, and innovation flourishes. The ripple effect of values-driven leadership not only enhances the workplace but also resonates positively with clients and stakeholders, nurturing enduring relationships built on trust. The true transformation lies not just in the bottom line, but in the collective ethos that shapes the soul of the organization.

KEY TAKEAWAYS

- **Demonstrate Authenticity:** Consistently embody your organization's values through your actions, decisions, and interactions. Build trust by being genuine and transparent in your leadership approach.
- **Articulate a Compelling Purpose:** Clearly communicate how the organization's values align with a larger purpose or societal impact. Help your team understand the meaningful contribution they make through their work.
- **Promote Inclusive Decision-Making:** Actively seek diverse perspectives when making decisions. Create a space where different viewpoints are valued, and encourage collaboration among team members.
- **Prioritize Long-Term Sustainability:** Balance short-term gains with the long-term health of the organization. Make decisions that uphold your values and contribute to the organization's reputation and success over time.
- **Foster Continuous Communication:** Maintain open channels of communication with your team. Regularly solicit feedback, share insights, and engage in discussions that help refine and adapt the organization's values as needed.

A NEW WAKE-UP CALL

CREATE PEAK PERFORMANCE #NOMATTERWHAT

Breakthrough results require consistent peak or optimal performance, especially as communities and companies are facing face-paced change and uncertainty at a new level. What's at stake for many of us has never been higher. But the biggest shift for performance within organizations is that it is no longer a top-down focus. Individual contributors at every level are also tired of being tired and anxious and burnt out and they are looking for new ways to tap into their peak performance from inside out. This is where Sterling Hawkins elevates the barre. He is an entrepreneur, endurance athlete, author and inspirational speaker who eats, breathes and sleeps the principles and actions of peak performance. He has learned bio and mental hacks for performance that were inspired by his own highs and lows in business and life as well as data-driven science.

Sterling Hawkins will move people and teams to want to reach their own peak performance and it's backed by real data, research and tools that irrefutably work for those who apply them. It's not motivation. It's inspiration that calls forth people from within themselves to reach a new level of performance. Audiences realize first hand that the only thing between them and peak performance is literally nothing but themselves. And they'll leave with the tools to start realizing that performance potential #NoMatterWhat the situation is.

KEY TAKEAWAYS

- **Awakening Inner Peak Performance:** Recognize that peak performance isn't an external destination; it's a latent strength we evoke from within ourselves. Demystify the misconceptions surrounding the true elements of peak performance.
- **Venturing Beyond Comfort for Greater Potential:** Learn how to step outside your comfort zone and venture into the realm of greater potential, unlocking pathways to unprecedented achievement.
- **Cultivating Sustainable Peak Performance:** Engage in practices that nurture your capacity to access and maintain states of peak or optimal performance, ensuring consistency in your endeavors.
- **Evidence-Based Strategies for Goal Attainment:** Explore research that unveils the genuine requirements for achieving goals, offering insights with up to 95% certainty on the pathways to success.
- **Sustaining Peak Performance Amidst Adversity:** Discover techniques to uphold peak performance even when confronted with challenging news, difficult situations, or adversity of any kind.
- **Essential Tools for Sharing Peak Performance:** Acquire critical tools that enable you to propagate peak performance within an interconnected ecosystem of colleagues, peers, clients, and partners, creating a collaborative environment of excellence.

EMBRACE, ADAPT, THRIVE

NURTURING A GROWTH MINDSET #NOMATTERWHAT

Change has become our constant companion, influencing every facet of life, whether it's the corporate arena or the intimate setting of our homes. Staying in sync demands us to embrace a growth mindset – a crucial ingredient to attain the impact we aspire to create across our businesses, communities, and even within our families. Sterling uses inspiring personal and corporate stories, dead-on data and hands-on tools to provide audiences with principles and strategies to embrace a growth mindset #NoMatterWhat.

KEY TAKEAWAYS

- **Proactively Cultivating Growth:** Embrace a novel approach to leadership that emphasizes fostering growth well before it becomes a necessity. Instead of waiting for growth triggers, learn how to nurture it consistently.
- **Unleashing Growth Amidst Challenges:** Discover strategies for achieving growth in any circumstance, regardless of challenges, obstacles, or adversities. Gain insights into how to overcome odds and drive progress.
- **Practical Strategies for Empowering Growth:** Explore tangible methods that empower everyone to move beyond mere growth mindset and develop a profound belief in their capacity for personal and professional advancement.
- **Revolutionary Research on Accelerated Learning:** Dive into groundbreaking research that unlocks techniques for accelerating learning by up to fourfold—a bio-hack that propels self-improvement to new heights.
- **Building Resilience for Unstoppable Progress:** Delve into the realm of brain science to cultivate mental and emotional resiliency, providing the foundation for relentless personal and professional growth.
- **Research-Backed Path to Exceptional Growth:** Uncover a proven, research-backed methodology boasting up to 95% effectiveness in achieving growth goals, offering a roadmap for unparalleled success.