

Mark's Keynote Topic:

# THE CAT GAME PLAN

Optimizing your team's **CURIOSITY**, **AUDACITY** and **TENACITY** to produce extraordinary results

**QUESTION:** How do some people, and the companies they work for, consistently outperform common expectations and raise the bar so high that others are left having to either play catch up or just quit in frustration?

*"Those who were in attendance this morning and heard your presentation, raved about it. Now everyone who did not attend is a bit jealous and anxious to hear you speak tonight."*

This was a question occasional runner Mark Gibson had to ask himself several years ago when he got it into his head that he wanted to try and run, straight through, 100 miles from Key Largo to Key West. He'd pulled off a few outrageous challenges before but this one was going to require a quantum shift in his thinking, self-image and training habits.

## So how'd he do that?

Extensive research and interviews combined with his three decades of experience coaching aspiring Olympic gymnasts made one thing clear. The hard core champions of "making stuff happen" were those with just enough talent to be in the game plus a critical cocktail of three indispensable qualities:

1. **CURIOSITY** They lived fully alive and engaged by being irrationally obsessed with learning a new skill or qualifying for some higher level challenge
2. **AUDACITY** They had a self-belief bordering on arrogance that had a positive effect on everyone they came in contact with
3. **TENACITY** They became fascinated into taking action by the same setbacks, failures and fears that frustrated their less driven (but frequently more talented) peers into quitting

## So what's the ROI for you?

Are you looking for a high energy, interactive and fun way to teach your key players the habits and mental strategies of high performing people? When managers, salespeople or front line service providers need to step up their game to improve the customer experience or streamline the efficiency and effectiveness of their whole organization the **CAT GAME PLAN** gives them the tools they need.

## They will learn:

- How to quickly identify and focus on the right actions and decisions that support the central mission of the team and swiftly dismiss the many distractions that waste resources, time and talent
- How confident people develop an unbreakable belief system built on a default assumption of success instead of the more common fear of failure
- How winners manage to skip from a criticism to a setback to a failure without any loss of enthusiasm and still remain confidently focused on their objective