



SPEAKING TOPICS:

WIN MONDAY

The High-Performance Habit that Fuels Momentum, Growth, and Success

Monday isn't just another day. It's the most reliable performance habit of your entire week. Every seven days your team gets the same reset. The only question is: does that reset spark winning actions and momentum or default to comfort and stagnation?"

Win Monday vs. Waste Monday. We always get to decide.

According to research inside Win Monday's Habit Lab this performance gap is the reality for most organizations—as 86% of employees consider Monday their worst day of the week, yet 98% of people that accomplish something meaningful on Monday feel momentum their entire week.

What if Monday became your team's competitive edge?

In this keynote, former NFL and NBA executive and bestselling author Paul Epstein reveals the weekly habit that separates champions from everyone else — flipping Mondays from missed opportunities into momentum drivers that lead to lasting growth and success.

When winning Monday becomes your organization's "go-to" habit, you win everything that follows.

Are you ready to Win Monday?

ACTIONABLE OUTCOMES:

- Learn how to apply the WIN MONDAY™ cycle that inspires action the Monday after your event
- Discover the keys to building good habits, and breaking bad habits
- Shift your organization's identity from TGIF dreamers to TGIM doers
- Transform Mondays into a catalyst for momentum, growth, and success
- Strengthen commitment, ownership, and accountability, so everyone shows up aligned and ready to win
- Build a repeatable, scalable habit system that spreads across teams and fuels championship culture

AUDIENCE TAKEAWAY: every audience member will receive a digital copy of Paul's new book; **WIN MONDAY (a 52-week playbook to create 365 ROI)**

IDEAL AUDIENCE:

- Leadership audiences looking to scale organizational success through a habit-based system that drives consistent action, weekly accountability, and repeatable results
- Sales teams that desire a proven process to perform under pressure in high-change environments, consistently rise to a standard of excellence, and drive explosive growth by starting every week strong



SPEAKING TOPICS:

The Power of Playing Offense in Defensive Environments **Leading with Confidence through Change and Adversity**

In today's business environment, competitive threats, unrelenting change, rising customer expectations, and economic uncertainty have us all playing defense.

The result? Confidence gaps are created that drive defensive mindsets and actions in organizations across the world.

But what if you had a playbook for playing offense — proactively pursuing and achieving meaningful goals and breakthrough performance — while everyone else is sheltering in place?

This is exactly what Paul delivers in this foundational keynote inspired by 15 years of leading sales teams in the NFL & NBA and his bestselling book, *The Power of Playing Offense*.

Every audience member will walk away with a 5-pillar Playing Offense framework and WIN MONDAY™ playbook, curated for universal insights and actionable takeaways to implement in any industry or organization.

ACTIONABLE OUTCOMES:

- Navigate change and uncertainty with enduring confidence
- Drive peak performance in challenging market conditions
- Maximize team-wide trust, connection, and alignment
- Build cultures of grit and resilience to battle through storms as one team
- Empower organizational decisiveness and bias to action

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IDEAL AUDIENCE:

- Leadership audiences looking to inspire positive change across their teams, culture, and organization
- Sales teams aiming to sell with confidence, whether they're an underdog striving to gain market share or a market leader working to maintain momentum and avoid complacency



SPEAKING TOPICS:

Scaling Championship Culture

Standards of Excellence to Build a Win Monday™ Organization

Culture can only scale when EVERY person in it takes full ownership, accountability, pride, and a commitment to daily excellence.

That's the spirit of a championship culture (when done right) – and can be your ultimate competitive advantage.

This keynote is inspired by Paul's 15 years as a culture-building practitioner in the NFL and NBA – including multiple national awards for his work as Founder of the San Francisco 49ers and Leadership University. Through extensive testing in his WIN MONDAY™ habit lab, he has identified what unites the world's most remarkable cultures.

The biggest needle-moving insights are revealed in *Scaling Championship Culture*, centered around a foundational battle cry to WIN MONDAY™.

This is not your average 'top down' approach to culture – rather, the program introduces a framework that empowers every individual and team to take ownership of their local culture while ensuring they feel recognized for their talent and contributions.

As a result, every team member performs to their highest standard and delivers the championship results required to WIN.

ACTIONABLE OUTCOMES:

- Foster a culture of excellence and a winning mindset that resonates and scales across the entire organization.
- Learn the nuances of culture building for a team of 50 vs a team of 50,000
- Drive growth and collaboration across teams that are aligned and unified
- Learn a framework to shift mission, vision, and values into transformational action
- Build a championship environment that attracts, engages, and retains your star talent

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IDEAL AUDIENCE:

- Company and association leaders, as well as HR professionals, focused on creating and growing a championship culture through a consistent standard of excellence across the entire team.



SPEAKING TOPICS:

Winning Customers

Attracting and Retaining Fans for Life

How did Paul lead his teams to consistently sell out billion-dollar NFL stadiums with 70,000 fans in historically losing markets? Or transform an NBA team's revenue performance from 28th to 2nd in the league – despite being labeled by ESPN as “the worst brand in sports”?

The answer lies in a powerful, scalable belief system that can be applied to any sales or service environment: *Every seat has a story.*

This shift from blanket ‘catch all’ campaigns to a dynamic customer-to-customer approach driven by customization, care, and championship service, led to sold-out stadiums and record-breaking revenue, that didn’t hinge on wins or losses.

In the sports industry, every seat and fan had a story. In your case, every client has a story. The question is: “*Will you get to know it?*”

Achieving customer success doesn’t depend on perfect market conditions – it depends on consistently making each customer feel valued and seen.

This keynote is HOW to do it, one story at a time.

ACTIONABLE OUTCOMES:

- Learn a playbook to transform a customer into a raving fan
- Discover four key traits that build trust in the short game and long game
- Use a listening strategy that elevates clients, encouraging them to invest deeply in the relationship
- Explore synergies between sales and service teams that unlock future growth potential
- Know the exact questions to ask when it matters most, so touchpoints turn into transformation points

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IDEAL AUDIENCE:

- Tailored for all customer-facing or influencing roles, including sales, sales enablement/ops, service, customer experience, and marketing/strategy
- The focus will vary depending on the audience – whether it's about driving customer acquisition (sales), enhancing customer satisfaction (service/experience), or developing strategies to attract more customers (marketing/strategy)



SPEAKING TOPICS:

Making Better Decisions Faster

Overcoming Paralysis and Inspiring Action

Even the most elite performers can rush to bad judgements, become paralyzed by indecision, or get worn down by decision fatigue.

In this keynote, Paul reveals the streamlined three-step process he used to turn around major sports franchises — from the locker room to the boardroom. Avoid decision traps, move forward with clarity and confidence, and make the best out of your MVDs: Most Valuable Decisions.

Discover the key to making fast and effective decisions for the questions that keep you up at night:

- Should I choose strategy A or B?
- Which candidate should I hire?
- What should I spend my time on?
- Do I take this deal, or call it off?
- What are my goals for next year?

The secret? The Head-Heart-Hands equation: a simple and repeatable process that taps into the power of our three most basic human tools for making better decisions faster.

ACTIONABLE OUTCOMES:

- Flip fear and uncertainty into clarity and confidence
- Empower leaders and talent to become highly decisive, aware, and intentional in their actions
- Acquire an operating framework designed for speed, efficiency, and winning time back
- Build high-trust teams through heightened authenticity and collaboration
- Walk away with a clear playbook that defines what to prioritize and what to decline.

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IDEAL AUDIENCE:

- Leaders looking to approach key business decisions – strategy, talent, goals, planning, priorities, resources, and investments – with confidence