

THE BUSINESS ATHLETE WORKSHOP SUMMARY

Mastering a High-Performance Mindset and Habit-Building System that Drives Consistent Growth, Repeatable Results, and Championship Culture

The world's greatest athletes don't leave performance to chance. They don't simply hope to have a great game. They plan with intention, practice with purpose, perform under pressure, and produce when it matters most.

What if your team approached work the same way?

In today's business environment, talent alone isn't enough. Separation belongs to the individuals and organizations that build a system for consistent execution, then run it every single week by winning Monday and beyond.

In this flagship WIN MONDAY® program, former NFL and NBA executive Paul Epstein introduces the mindset, playbook, and identity of the Business Athlete.

Built on the four disciplines of every elite performer: **Plan, Practice, Perform, Produce**, Paul shows leaders and teams how to commit to a standard of excellence, run plays that truly move the needle, build momentum week over week, and turn that momentum into measurable growth and repeatable results.

Other programs tell you what habit to build. WIN MONDAY® solves when to start.

This isn't about working longer hours. It's about training for the work, keeping score on yourself, and building habits that compound into individual and team success that scale.

Whether you're leading an organization, are responsible for revenue and growth, run learning and development, or building a culture of high performance, you'll leave with a system every business athlete in your company can run on their own, starting the very next Monday.

Because championships aren't just won on game day. They're built in the work that comes before it.

IDEAL FORMATS



90 Minutes (Hybrid
Keynote/Workshop)



Half Day to Full Day
Workshop



Train the Trainer
Program (2-5 days)

PARTICIPANTS WILL LEARN HOW TO:

-  **Leave with a team and organizational training development model** that can be executed at scale, 365.
-  **Think and perform like elite athletes** by building a system instead of relying on motivation.
-  **Plan with intention so the week is decided before it begins**, leading to fewer status meetings and wasted time.
-  **Practice the plays that matter most**, building the reps that separate high performers from everyone else.
-  **Perform under pressure** with a repeatable weekly WIN MONDAY® cycle of commitment, execution, and review.
-  **Produce compounding growth** through actions that track gaps and improvement week over week.
-  **Create an accelerator ramp for new hires and new managers** to onboard and take ownership of their top priorities.
-  **Eliminate wasted effort and low-value activity** that silently costs months of production every year.
-  **Elevate individual performance** while contributing to a stronger, more connected championship culture.
-  **Build an all-encompassing scorecard** (personal, team, company) that turns habits into measurable, lasting results.

IDENTITY BUILDERS AND GIFTS

Every participants will receive **merch, gear, and books** as a part of the experience. This establishes the **business athlete identity** and **commits everyone to 52 weeks of action**.



Every participant receives the **"Business Athlete Toolkit"**, practical tools they can implement immediately including:

- ✓ The Business Athlete Playbook
- ✓ 30-Day Action Plan
- ✓ Weekly Performance Template
- ✓ The Stat Line: a personal, team, and company weekly scorecard
- ✓ Film Session: a structured self-review framework
- ✓ Championship Calendar for tracking weekly wins and continuous improvement

