

## Sarah Robb O’Hagan

Renowned Business Leader, CEO of EXOS the Performance Coaching Company, Former President of Equinox, Former Global President of Gatorade, Former Marketing Director at Nike and the Virgin Group

**Come Back Stronger!** When Sarah Robb O’Hagan began leading the turnaround of the \$5 billion global Gatorade business amid a global recession, she was also preparing to give birth to her third child. Largely skipping her maternity leave — the combination of extreme hours and late-night breastfeeding led her to experience an extreme “flameout” that changed her perspective and her approach to work life forever. The Gatorade turnaround ended up being a huge success — but it is one she believes would never have happened without the many learnings she had taken from her own setbacks. Sarah’s career has taught her innumerable lessons about succeeding in life and business, the most important being this: There is no way to get through life without experiencing adversity — so knowing how to harness the lessons to bounce back stronger is a skill everyone should have.

In this talk, Sarah outlines:

- Why you need to take risks, “crash more,” and use failure to fuel your personal growth
- Why rejection is the beginning, not the end, on the journey to a personal breakthrough
- How to “sleep your way to greatness” by starting your fitness and performance regimen with rest and recovery

**Better Team. Better You.** Sarah Robb O’Hagan has a proven track-record of implementing game-changing innovation and growth strategies, which is why she knows that the only way to bring out the best in us, is to bring out the best in others. With this talk, she explains why we naturally see our own efforts improve when we surround ourselves with “worthy rivals,” and how to build a team dynamic that eliminates imposter syndrome in individuals and accelerates output and performance.

With anecdotes from her days working for highly team-oriented corporate cultures (including Gatorade, Nike, and Virgin), as well as insight into the strategies she used while transforming major global companies, she describes what it means to build and contribute to an “extreme team,” how to work through intergenerational workforce dynamics, and how to get close to truly understanding the unique gifts that each individual can contribute to your team.

**Playing the Long Game: How to Build a Company for Sustainable High Performance.** Sarah Robb O’Hagan is no stranger to huge business headwinds. Stepping into her role as CEO of EXOS in early February 2020, she found herself not in the “dream job” she thought she had just accepted, but in the fight of her life in a business that would be severely impaired by the Covid pandemic. Earlier in her career, she had successfully led the turnaround of Gatorade in the midst of a global recession after inheriting what the media called a “flaming mess.” From that experience, she knew the playbook and how to succeed on the big, long climb ahead of her.

With this talk, Sarah explains how dramatically the business environment has changed — with cycles of tailwinds and headwinds switching on us more quickly than ever before, and the dominant cohort of our workforce having largely only known strong economic times. She explains how businesses must adapt and have a stronger willingness to disrupt themselves before market conditions do it for them, and how to develop the kind of team culture that is comfortable “breaking itself down” to make itself stronger. Critically, she also shares perspectives on how to create an environment that fosters individual wellbeing and, ultimately, high performance — tapping into techniques that engage both mind and body.

## WORKSHOPS

### Extreme You Live.

In this one- to two-day workshop participants identify their personal competitive advantages and work to develop the five critical behaviors in themselves that will bring out their highest potential. The workshop begins with the “Extremer” assessment to understand current performance and encourages attendees to identify opportunities to

step up and make big moves toward their goals. By developing a crash plan to weather epic fails and building resilience, participants learn to how to prevent their extreme strengths from turning into extreme weaknesses.

### **Extreme You Mini Workshop.**

This 90-minute experience is a high energy choice of pushing participant through one of Sarah's most popular modules include: Competitive Advantage; Taking Risks to Add Value; and Developing Grit.

#### *Competitive Advantage:*

A deep dive to help individuals identify their personal competitive advantage, as well as their areas of weakness so that they know how better to leverage their strengths and those of their team mates to drive results.

#### *Taking Risks to Add Value:*

Techniques to guide participants on how to identify opportunities to proactively add value to the team or organization, and practical tools for how to successfully initiate change.

#### *Developing Grit:*

A practical guide for helping participants overcome the fear of failure with a walk through of the "epic fail hall of fame" and a set of techniques to help them pivot, develop crash plans, and grow through times of adversity.

### **Extreme You Online Challenge.**

This six-week program takes participants on a personal development journey through an online experience that blends the extreme curriculum with at home action. Each week, participants join a 60 to 90-minute video call to learn and apply the five key extremer behaviors and a pushed to set big, bold goals that match their personal competitive advantage. Their engagement is tracked and cheered on by their teammates as they are driven to peak performance.