

## Mark Bathum

Top-Ranked Adaptive Alpine Racer

**Business lessons from competitive sports and an entrepreneurial success story.** With this fast-paced speech, Mark Bathum explains what it takes to become a Paralympian and how he competes against young men that could be his adult children. Bathum shares practices learned in business such as goal setting, planning, discipline, decision making, time management, prioritization, innovation, and amplifying his strengths to compete. Conversely, Bathum tells how he uses what he has learned from partnering with his guide about teamwork, leadership and servant leadership in business. Bathum also discusses how he achieves peak performance and manages the pressure of competing in the Paralympics and in events that risk severe injury.

**You can accomplish anything.** Bathum uses his Paralympic story to motivate people to find their passion, to set a series of escalating goals to achieve their passion, and to craft and commit to a plan to achieve these goals.

**Becoming the person you need to be to succeed.** Bathum explains how he surveys the competitive landscape, identifies what and who he needs to become to be successful, how he consults with coaches/mentors and then visualizes and behaves in the manner needed to succeed.

**Attitude and overcoming adversity.** Blindness is the second most feared health issue behind cancer. Bathum illustrates that the level of adversity one feels is directly correlated to a person's attitude and will have you thinking differently about the range of vision and abilities of the blind. Bathum is well versed in stem cell and gene therapies, the "holy grail" therapies that are predicted to end and reverse many incurable diseases in the next five to thirty years.