

## Trevor Moawad

Legendary Mental Conditioning Coach to top athletes and CEOs

### You Get What You Expect

In this seminar, Moawad discusses lessons learned from 15+ years of working with the world's top athletes and organizations. We break down the elements of potential, and how aptitude remains an important but not the only deciding factor for many of the best teams or stand out athletes. Moawad highlights specific examples from critical games and organizational challenges and the specific plans put in place to help chart a new course. High expectations help pull an organization or athlete up towards a better tomorrow.

### The Illusion of Choice

Understandably, many individuals and teams want variety along the path towards success. Moawad outlines the reality that there are 'limited options' for those intent on getting to the top. Being a part of the rebuilding of college football dynasties, Alabama and FSU, as well as lesser-known schools like Colorado State – all intent on reaching the heights of College Football. Or elite prodigies signing multi-million dollar deals in their early teens. Individuals starting so high that it can feel like the only way forward is down-hill. Moawad outlines critical learnings from these experiences and simple strategies to help learn and perform in advance of experience.

### The Power Of Neutral Thinking

We explore the concept of "Neutral" and use examples from top organizations on how to develop neutral thinking. Every day we organize our experiences and thoughts as positive, negative or neutral. The lessons for a lifetime were not etched in the power of positivity, but rather, in the understanding of the incredible value of being neutral. When we strategically look at moving our lives forward by limiting specific behaviors we find the challenge to change much easier. To eat well we must first eat 'less poorly.' To think well, we must first learn to think 'less poorly.' We have a tendency to want to think in black and whites—the more we go for grey, the more we will remember to do this when we face struggles. Having the flexibility to see the bumps in the road as normal occurrences helps you more easily access alternate routes and move forward rather than get stuck.

### Adapting to Generation Y

Organizations are increasingly managing and working within multi-generational environments. Changing behavior can be more difficult than learning how to understand why others may behave relative to their own personal experiences and the times they've been exposed to. Battle tested in complex team environments, we discuss specific examples under pressure where these bridges have been strengthened and specific tools in which to do so. We look at some of the top generational research and key specifics on how to embrace and accept the inherent differences which exist inside the walls of top performing organizations. Through years of experience, we've learned that lasting success is a challenge without addressing the multi-generational challenges.

Generation Y has been the subject of much recent discussion. While they are a complicated group of individuals they have many exciting characteristics and can be some of your team or organizations top performers when understood and set on the right path.

### Nothing Happens by Accident

We explore the concept of 'conscious competence' and the learned ability to identify self-imposed limitations as a pathway to tackling the barriers that limit our own elite performance. We show specific examples from Olympic, World

Cup, Majors, Grand Slams and NCAA playoff preparation. We go behind the scenes and look at how the best manage both success and adversity. We take a deep dive into the psyche that allows world-class athletes, operators, teams, and organizations as they attempt to lock down their own formulas for success while they fight the battle, both internal and external, to sustain elite levels year after year, performance after performance, and season after season. Many times becoming the victims of their own success. The right attitude truly becomes a competitive advantage.

Who We are isn't as important as Who We Think We Are

There are and will continue to be countless examples of people who overcome obstacles that seem insurmountable to most of us. People who have built an immunity to physical constraints and maintain a single-minded focus on their path towards greatness. In this seminar, we identify the mindset and approach of some of the world's best and look back at some significant adversity they overcame – some that were self-inflicted – as they grind towards greatness. This is the world we live in daily. This is the journey we embark on with our clients. Through conditioning and the development of a simple plan, we look at how elite thinking skills helped change or enhance the trajectory of some of sports and businesses most elite teams and individual performers.

Consumer or Contributor?

In every element of our lives, it is important to consume. We need resources to survive. Physically, psychologically, and clearly, financially. However, great teams, organizations, and individuals are made up of those who also strive to contribute. It is many of these people who leave a lasting impression, and more importantly, a significant legacy wherever they serve. Teachers, Doctors, Teammates, Performers, and Leaders alike, it is said that life really begins to happen for us individually when we can raise the level of those around us. Simply put, when we contribute to our organizations.

Other topics discussed include:

The Right Attitude is a Competitive Advantage – Why Great Teams Win – Why Great Athletes Succeed – Why Great Coaches Win – Change is Inevitable, Growth is Optional

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