

## Steve Gross

Founder and Chief Playmaker, Life is Good Playmakers

**The Art, Soul, & Science of Optimism – how to cultivate optimism to thrive in the face of adversity.** In his inspiring, engaging, and thought-provoking virtual keynote, Gross explains why optimism is the single most important trait a person can have, especially in navigating challenging and change-filled times like these. By incorporating research and personal stories from the field, Gross explores the optimism-based strategies that have helped some of the most vulnerable communities thrive, and explains how audiences can apply them in a personal and professional capacity.

**The Power of Optimism.** As an expert on the transformative power of optimism, Steve Gross inspires individuals and corporations alike to harness the power of positivity to change the culture of entire communities. In his deep and thought-provoking keynote, Gross explains why optimism is the single most important trait a person can have, especially in navigating challenging and change-filled times. By incorporating research and personal stories from the field, Gross explores the optimism-based strategies that have helped some of the most vulnerable communities thrive, and explains how audiences can apply them in a personal and professional capacity.

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