

## Sarah Robb O'Hagan

Legendary Business Leader and Former CEO of Flywheel Sports, Former Global President of Gatorade, and Former Marketing Director at Nike, Author of "Extreme You: Step Up, Stand Out, Kick Ass, Repeat" and Founder of Extreme Living

### **Get Out Of Line: Step Up, Stand Out, & Succeed.**

When Sarah Robb O'Hagan was starting out as a marketing associate with the Virgin Group, her CMO abruptly left, creating a vacuum in the department. After identifying a lack of leadership, Sarah drafted a 30-page marketing proposal, slipped it under the company President's door, and immediately got promoted. Sarah's career has taught her innumerable lessons about succeeding in life and business, but the most important is this: You don't get promoted for just showing up and doing your job—you have to get out of line to deliver more for the team and stand out.

With this speech, Sarah outlines:

- Why giving is receiving
- How problem solving is the single most important thing you can do to get ahead
- Why you need to take risks and "crash more"—using failure to fuel personal growth
- How to amplify your unique strengths to create growth runways

### **Extreme Focus, Extraordinary Results: Modern Teamwork.**

Sarah Robb O'Hagan has a strong track-record of implementing game-changing innovation and growth strategies as president of Equinox and Gatorade. With this talk, she explains why turnaround success stories are not the result of one person's vision, or a team of all-stars, but rather an expertly pieced together team of uniquely focused skill sets working together to create the future.

With anecdotes from her days working for highly team-oriented corporate cultures at big organizations such as Nike and Virgin, as well as insight into the strategies she used while leading 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 bring out the best in others.

### **Change The Game By Playing Your Own: How To Build An Unbeatable Company.**

When Sarah Robb O'Hagan became the president of Gatorade, she inherited what the media called a "flaming mess." Profits and market share were down, and the press was even worse. Instead of fighting the competition for existing market share, Sarah decided to change the game—to reframe the entire category in order to play to Gatorade's specific strengths. Taking this approach she successfully turned around the core business and created new runways for growth through new product lines.

With this talk, Sarah explains how the business environment has changed—with barriers to entry being lower than ever—and how businesses must adapt in order to play at the edge of their potential. She explains why changing the game means playing by your own rules, why it's so important to lean into your organization's unique history and capabilities, and how despite seeming counter-intuitive, ignoring the competition *and* conventional wisdom

actually breeds success.

## **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.