LAI Leading Authorities, Inc.

Mark Schulman

World-Renowned Drummer; Author; Motivator; Expert, The Secrets of Rockstar Performance

HACKING THE ROCKSTAR ATTITUDE Igniting Your Inner Rockstar for a Mental and Emotional Edge in Work and in Life. Unleash the electrifying power of a rock concert in your professional realm with “HACKING THE ROCKSTAR ATTITUDE.” This keynote goes beyond traditional motivational speeches, merging riveting band tales, live drumming, and interactive experiences to forge a potent formula for mastering life’s rhythms. Discover how to harness the indomitable spirit of rock legends to amplify employee engagement, teamwork, and innovation. Learn to navigate life’s unpredictabilities with poise, transforming your attitude to fuel positive outcomes across any business landscape. Takeaways: Master the Art of Engagement: Uncover the secret sauce behind the mesmerizing pull of world-class performances and how to apply it to spark unparalleled engagement within your team. Attitude Transformation: Equip yourself with immediate, actionable strategies to reshape your perspective and turn challenges into triumphs, channeling rock ‘n’ roll’s audacious confidence. Elevate Everyday Moments: Adopt the mindset that no moment is too small for greatness, ensuring meticulous attention to detail and a profound impact on every action you take. Amplify Performance and Confidence: Learn and implement pre-show rituals of rock icons to elevate your presence and effectiveness, both personally and professionally. Achieve Harmonious Team Dynamics: Gain insights into fostering a collaborative environment that mirrors the cohesive and dynamic essence of a world-class band, driving everyone to their peak performance.

HACKING THE ROCKSTAR BRAIN Intersecting Rock and Roll with Simple Neuroscience To Elevate Confidence and Swagger for World-Class Performance Step into the groundbreaking fusion of rock’s electrifying aura and cutting-edge neuroscience with “HACKING THE ROCKSTAR BRAIN.” In this trailblazing collaboration, Mark Schulman, celebrated drummer for music royalty such as P!nk and Billy Idol, teams up with neuroperformance guru Heather Crider to catapult your mental agility, creativity, and performance to stratospheric heights. This dynamic duo delivers a powerhouse presentation that melds thrilling drum sequences with revolutionary brain optimization techniques. Prepare to embark on an unparalleled journey that not only bridges diverse worlds but also turbocharges your creative engines, supercharges your motivation, and fine-tunes your team’s synchronicity and performance. This unforgettable experience, rich in engaging narratives, interactive segments, and actionable insights, captivates as much as it enlightens. Mark and Heather blend expertise and fun to unlock the secrets of a rockstar mindset and peak neurological fitness. This enthralling journey not only inspires but equips you to transform your professional landscape. Embrace Connection, Communication, & Collaboration for breakthroughs and immediate results in an interactive and entertaining experience. Takeaways: Collaborative Synergy: Build highly synergistic teams through the principles of empathy and mutual respect, boosting innovation and efficiency. Inspirational Influence: Explore how compassion and collaboration can become your most

powerful tools for inspiring you and leading your team to greatness. Creativity Explosion: Ignite a surge of creativity, reshaping your approach to challenges and seizing opportunities with innovative solutions. Peak Performance: Unveil elite performers' strategies for sustaining top-tier excellence, even under intense pressure. Mental Edge: Equip yourself with on-the-spot, neuroscience-backed tools to boost mental resilience and overall well-being. This unparalleled presentation bridges diverse worlds in a thrilling convergence of expertise and fun, guaranteeing an unforgettable journey that entertains as much as it enlightens.

Create YOUR World-Class Band Master Team Performance with Real Rockstar Edge Dive deep into the unparalleled teamwork and dynamism of rock bands with "Create YOUR World-Class Band." Mark Schulman, with 32 years on stage alongside music legends, offers a unique glimpse into the world of rockstar performance. Leveraging his extensive experience touring and performing in close-knit settings, Mark provides fresh insights and actionable strategies for enhancing team communication, dynamics, and performance. This keynote invites you to step behind the scenes of legendary bands, applying their secrets of engagement, collaboration, and innovation to your team, transforming everyday work into a stage for world-class performance. Takeaways: Rockstar Communication and Collaboration: Harness the power of deep collaboration and open communication practiced by the world's top bands to strengthen your team's cohesion and productivity. Command the Stage: Equip your team with the confidence and skills to take center stage in your industry, leveraging rockstar charisma and presence to stand out and excel. Galvanize Cohesion and Creativity: Draw on the dynamic interplay and collective creativity that fuel a rock band's success to introduce practical tools that significantly boost your team's cohesion, fostering an environment where creativity and innovation flourish Cultivate a Culture of Excellence and Innovation: Adopt the mindset and work ethic of real rockstars to foster an environment where innovation thrives and every team member is empowered to excel in their role in 'the band!' Mark's approach transcends traditional team building, offering a high-energy, music-infused experience that equips your team with the tools for lasting success and harmony. Get ready for a journey into team building that has been reserved for the rockstar bands. Now it's your chance to not only look behind the curtain but to perform as a team on YOUR stage like a world-class band!

The Team Performance Experience (Add on Workshop) Are you ready to take the stage and unleash your inner rock star? Welcome to "The Team Performance Experience," where team building meets rock and roll in the most exhilarating way possible. Dive into this dynamic workshop with Mark, who masterfully turns participants into spontaneous bandmates. You'll be grouped randomly and given the unique challenge of rewriting the lyrics to a famous song, infusing your collective work and life experiences with a dash of humor and irony. Then, it's showtime! Each group performs their reimagined song, lyrics displayed for all to share in the fun and creativity. This isn't just about music; it's about unleashing innovation, fostering deep connections, and celebrating the power of collaboration in a truly unforgettable band experience. Takeaways: Harmony in Diversity: Discover the strength in diversity as you collaborate with colleagues from different backgrounds, creating a unified masterpiece that celebrates each unique contribution. Creative Synergy: Unlock your team's

creative potential through the power of music and storytelling, driving home the importance of innovation and flexibility in problem-solving. Lasting Bonds of Camaraderie: Experience the transformative power of shared success, forging indelible bonds of camaraderie and trust that resonate beyond the workshop, into the workplace, and beyond. This workshop is the ultimate add-on for any of the main speeches and promises not just a burst of creative fun but a profound transformation in team dynamics, showcasing how joy, creativity, and a shared goal can turn a group of individuals into a cohesive, unstoppable force.

All-Star Royal Jam: Electrify Your Event with Rock Legends Your own private Rock ‘n’ Roll dream team. Dive into the heart of rock ‘n’ roll with the All-Star Royal Jam, a once-in-a-lifetime ensemble of iconic musicians crafting an electrifying synergy on stage. This isn’t just another performance; it’s a full-blown rock odyssey that transforms any event into an unforgettable experience. With the unique opportunity for attendees to jam alongside these legends, coupled with a dynamic multi-media backdrop, the All-Star Royal Jam delivers a supercharged spectacle that will leave your employees, clients, and colleagues in awe. Even if a headliner is touring with the likes of SPRINGSTEEN or P!NK, worry not—ASRJ boasts an impressive roster of guest vocalists and instrumentalists from celebrated bands to ensure the show’s magic remains undiminished. Prepare for an event that transcends the ordinary, creating memories and moments of musical alchemy that will be talked about for years to come.