

Sarah Robb O'Hagan

Peloton Chief Content & Member Development Officer, Former Executive Leader at Gatorade, Nike, Equinox, & the Virgin Group

Culture as a Competitive Edge: Building Teams That Breakthrough in the Age of AI. Artificial intelligence is no doubt transforming the way we work. However, with every company gaining access to the same powerful tools, organizations that solely focus on technology miss opportunities to stand out. In this forward-looking keynote, Sarah Robb O'Hagan, transformational CEO and author of *Extreme You*, shows why courage, intuition, and creativity will define the next era of growth. She shares practical strategies for building cultures that inspire bold decision-making, unleash human potential, and harness AI as a partner rather than a replacement. Audiences walk away ready to cultivate instinct, manage energy, and create breakthroughs that set their organizations apart in the age of AI. In this talk, Sarah outlines: **How to use AI tools to Give your Humanity an Edge:** Real life examples to help audiences see where to delegate to AI, and where to focus human effort and time **How to Hone Your Instincts:** Get teams off the drug of hiding behind data and teach them to trust their gut again. **How to Cultivate Courage:** Reverse our generational decline in risk tolerance — and empower people to make bold moves that data sets can't predict. **How to Manage Energy:** Shift cultures from burnout to sustained high performance, where people catch fire instead of burning out.

Peak Performance in the Workplace: How to Build a Hybrid Work Culture Where Teams Kick Ass AND Thrive. In today's workplace, employees are exhausted, disengaged, and quietly checking out. But burnout isn't inevitable. In fact, with the right culture strategy, it can be a launchpad to your next level of performance. That's exactly what Sarah Robb O'Hagan—former CEO of EXOS and the executive who led Gatorade's \$5B turnaround, bestselling author of *Extreme You*, and peak-performance culture architect—teaches in her most requested keynote. Sarah shares how to lead energized, engaged, high-performing hybrid teams in the future of work. It's a blueprint built on elite performance science, organizational psychology, and real-world transformation leadership. With this talk, she gives teams: A blueprint for how to build **hybrid work cultures** that fuel connection, flow, and retention and drive greater results Proven frameworks for **managing energy like elite athletes**—with intentional recovery How to unlock **team flow states** that lead to peak performance Culture hacks to reduce burnout, quiet quitting, and turnover

Leading Through Turbulence: How to Turn Disruption into Competitive Momentum. Whether it's market volatility, internal shakeups, or the world changing force of AI, today's leaders are being tested like never before. Sarah Robb O'Hagan has been in the trenches—from inheriting a “flaming mess” at Gatorade during a global recession and returning the \$5B business to healthy growth, to pivoting a brick-and-mortar gym company during COVID, to transforming a studio cycling business

through streaming technology, she has led organizations through chaos—and back stronger than ever. In this powerful keynote, she delivers a masterclass in high-resilience leadership, arming teams with the mindset, tools, and courage to reinvent business models under pressure and turn turbulence into growth. With this speech, Sarah outlines: How to transform adversity into a **competitive edge** How to lead with **clarity, courage, and emotional intelligence** How to lead and retain **younger talent** through disruption and uncertainty How to “change the game” in your competitive landscape so that your competitors need to follow you, and not the other way around