



KEYNOTE

The power of pressure.

How we navigate periods of intense pressure has a huge impact on the trajectory of our lives. It impacts how successful we are in our careers, how much we enjoy the journey, and how much regret we carry.

Drawing insights from his book, **The Power of Pressure: Why Pressure isn't the Problem, it's the Solution**, Dane Jensen's new keynote address introduces three powerful strategies for using pressure as an advantage.

Audiences will hear unforgettable stories of pressure, learn practical skills for performing in peak moments and over the long haul, and come away with renewed energy for tackling the biggest sources of pressure in their lives.

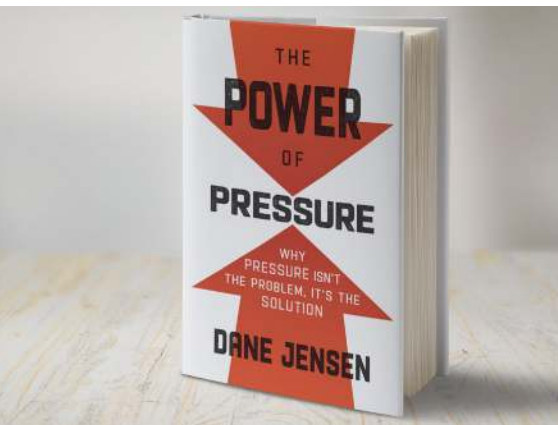


ABOUT THE PRESENTER

Dane Jensen is the CEO of Third Factor, an acclaimed speaker, an instructor at Queen’s University and the University of North Carolina, a regular contributor to Harvard Business Review, and the author of *The Power of Pressure* (HarperCollins).

Dane oversees Third Factor’s delivery of leadership development programs to leading firms across North America including RBC, Uber, Twitter, the USGA, The Home Depot, and others.

His book, *The Power of Pressure: Why Pressure isn’t the Problem, it’s the Solution* (HarperCollins), is an essential guide to thriving under the demands of our pressure-packed world.



WHAT’S THE MOST PRESSURE YOU’VE EVER BEEN UNDER?

Over the past five years, Dane Jensen has asked this question of thousands of high performers—from Olympic gold medalists to Navy SEALs, politicians, executives, and busy parents.

Dane’s research has shown that while everyone’s experiences under pressure are unique, pressure develops in predictable ways. If we can recognize the patterns, we can improve our ability to sidestep the biological traps that can sabotage us—and use the energy that accompanies pressure to thrive.

Based on his book, *The Power of Pressure: Why Pressure isn’t the Problem, It’s the Solution*, this keynote brings Dane’s research to life. Audiences will hear unforgettable stories of pressure and learn a concrete set of practical skills they can use to consistently perform through periods of intense pressure and nail the moments that matter.

“The best book I’ve read on pressure and performance!”

– Nick Nurse, Head Coach of the NBA Championship-winning Toronto Raptors

“Entertaining and insightful!”

– Steven Goldbach, Chief Strategy Officer, Deloitte

PARTICIPANTS WILL LEARN TO:

- Use the ‘pressure equation’ of importance, uncertainty and volume to anticipate and prepare for pressure
- Nail the peak pressure moments that can make or break a big sale, a crucial meeting, or define a career
- Maintain energy and motivation through long periods of sustained pressure to emerge with satisfaction and free from regret