

## KEYNOTE SESSIONS

### **It's How We Work**

#### The Surprising Science Behind Getting Your Best Work Done

In an age of disengagement, distraction and fatigue, it seems how we work isn't working. In this thought-provoking keynote, Health and Productivity Expert Michelle Cederberg shares new research from her forthcoming book *It's How We Work* that will help change that. She explores how we can work *better* through four science-backed success factors that will truly help you get your best work done:

- **Why we work** addresses the purpose and direction we bring to our work, why goals matter, and how personal engagement boosts success and satisfaction on the job.
- **How we work it** addresses the good, the bad and the ugly in the habits, skills and discipline we bring to daily tasks. Learn what science says about distractions, negativity and other productivity killers.
- **How we own it** addresses how to train your brain to boost self-confidence and mindset, to improve the quality of your goals and your path to success.
- **How the body works to help us work better** addresses all the ways health boosts work ethic and output (not to mention what it does for your longevity).

We'll explore the inter-relatedness of these four success factors, and what you can do to get the best out of yourself and your team in all you do.

\* Available as a 60 to 90-minute keynote *or* half and full-day workshops

## Dare to Live It Big

How to Move from Self-doubt to Success in 787 Easy Steps

When it comes to crushing goals and finding success at higher levels, often the biggest barriers we must navigate are ones we've built for ourselves. Self-doubt and lack of confidence often show up when we stretch outside our comfort zone toward something big. That's normal by the way. We're genetically wired to look out for danger and avoid risks. So, how do we know when to trust those self-doubt voices and when to tell them to shut up?

In this thought-provoking and entertaining session, Michelle Cederberg takes an honest look at how we get in our own way as we strive for better, and what we can do to turn self-doubt into success.

### In this session, you will:

- Explore how the brain sets us up for 'protective failure' as we strive for success, and learn tactics to bypass the barriers.
- Look at new research in Positive Psychology that will give you a fascinating perspective on the power of love, gratitude and joy as emotions that prime your neural pathways for success.
- Learn seven (not 787) simple strategies that can help you improve mood, boost happiness and do away with self-doubt in all you do that matters to you.

**This is your life. Dare to live it BIG.** Michelle shares stories of her own journey with self-doubt that will make you laugh, think and ultimately realize that each of us is capable of so much more than we can even imagine...if we'd just get out of our own way.

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## Confidence, Capacity and your Competitive Edge

The Leader's Guide to Peak Performance... in Everything

When work demands are high, and the schedule is full, it's far too easy to let lack of time and energy guide how you take care of yourself. It seems there's always something more important to do, but when health gets pushed aside, it has a direct and often negative impact on energy, productivity, and positivity. Not to mention what it does for wellness and quality of life.

Research shows that the very health practices we push aside in the name of work progress, are the keys to better peak performance and safety. In fact, health delivers the ultimate competitive edge for business success at every level of your organization. Boost confidence, capacity and your competitive edge with simple methods that make a big impact.

### In this session, you will:

- Be reminded of the many brain and body benefits of exercise, eating right, sleep, and stress management, and learn why health provides the ultimate competitive edge in today's workforce.
- Assess your current health-practices; what's going well, what's missing, and what you shouldn't be without.
- Identify effective, time-efficient ways to optimize your health, and that of your teams, so you show up every day mentally, physically and emotionally dialed-in.

**And consider this:** If you're already knocking it out of the park with career success, imagine how much more capable you'll be when you prioritize health as a non-negotiable part of your business plan.

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## Energized for Excellence

Tips to Own Your Excellence and Take it to the Next Level

To succeed in any work environment, you need high-energy, and a high-performance mindset to make it happen. It's clear then that abundant energy is at the core of excellence in work and in life. Without this energy, your enthusiasm and output will be poor, and with more of it, your passion and productivity will soar!

**Health and Productivity Expert** Michelle Cederberg has literally written the book on living an energetic and abundant life. Over the past 20 years she has built her career as a speaker, life coach and consultant transforming how people work and live.

She believes that when you're Energized for Excellence you show up as a leader and strive for success in all you do. You take on bigger challenges, and better manage stress. You find ways to take care of your energy - *mind, body and spirit* - no matter what is coming at you. You feel great about yourself and your capabilities. *What's possible from there?*

Highlighting information from her eye-opening book *Energy Now! Small Steps to an Energetic Life* this session will help you:

- Get clear on what excellence means to you in your career and life, and how you can take it to the next level.
- Discover ways to strengthen your mental focus, emotional energy and day-to-day prioritization to be a stand-out in all you do.
- Commit to physical health as a foundation for personal and professional growth, and learn why it's the key to excellence.
- Embrace a path to excellence that includes career success without compromise.

Full of hilarious stories, anecdotes and innovative strategies, this session will educate, inspire and get you energized for excellence.

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## WORKSHOP SESSIONS

### Exposing the Myth of Life Balance

75% of Canadians don't believe that work-life balance is possible. We're working more than ever, spending less time with our friends and family, and inevitably watching our health and happiness drift away. So maybe life balance isn't possible?

Michelle Cederberg is pushing back against the common definitions of life balance and challenges you to consider a new view. In this thought-provoking session, you will:

- Get clear on what better balance means to you and set your intentions for moving forward with change.
- Identify your biggest time wasters and effectively prioritize your day to find time for the things that matter.
- Develop strategies to move forward with greater clarity, work day focus, and life balance.

Michelle uses humour and expertise to cut to the chase with ideas and insights that help even the busiest people live an energetic, more balanced life.

## **Stress Defense:** Combat Tips to Help You Move from Stress to Success

The Canadian Policy Research Networks estimates that stress-related absences cost Canadian employers about \$3.5 billion each year. High stress in workers leads to a litany of workplace challenges including increased absenteeism, health claims, short and long-term disability and workplace accidents.

To make matters worse, chronic stress is linked to the six leading causes of death, and more than 75 percent of all physician office visits begin with stress-related ailments and complaints. It seems that stress left unchecked is a statistical dead end, but with the right information and a bit of focused action, you can fight back.

Join Michelle Cederberg as she presents her viewpoints on the physical impact of stress on the body and mind, why it's a bigger problem than many think it is, and what you can do to move from stress to success. **This session will help you:**

- Understand the physical impact that stress has on your body, mind and long-term health, and learn how to recognize the subtle (and not so subtle) signs of increasing stress.
- Learn the difference between acute and chronic stress, and the surprising (and simple) tactic that will help you avoid chronic stress.
- Discover how stress affects your day-to-day brain-power and productivity, plus learn ways to stay focused and alert.
- Find ways to prioritize the essential stress management practices of exercise, healthy-eating, and sleep - even with a busy schedule.

Stress may be an inevitable part of life but fighting back is up to you! This session will provide big ideas for small steps toward improved stress management and health.

## Goals, Grit and Getting Things Done

When it comes to goal setting and getting things done, why is it that some people are able to push forward and achieve at high levels while others seem to flounder? Research suggests that it has less to do with skill or education, and more to do with how we set goals and whether we possess key characteristics of something called **grit** - *the persistence, drive and determination to achieve a goal.*

Michelle Cederberg is a High-Performance Coach and change agent who wants to help you get things done. **In this eye-opening session you will:**

- Explore 5 characteristics of grit and learn ways to exploit each in your quest to have it all.
- Learn how to set effective goals, and find out why long-term goals matter.
- Identify behaviours that positively (and negatively) impact goal achievement so you can focus on the right ones.
- Find out the number one, surprising reason people don't succeed at any given pursuit (and how you can avoid this pitfall).

In the quest for career success and life fulfillment, goals matter. Learn effective, exciting goal setting methods, strengthen your grit, and really get things done. This session provides the tools.

## **The Myth of Multitasking**

How to Find Focus in a Distracted World

In an era of 24/7 connectedness and 'nose to the grind-stone' ideologies, multitasking has become something of a workplace badge of honour. In fact, it's often heralded as a 'work skill' in interviews and on resumes. But is it really?

These days the overwhelm of technology and lack of boundaries between work and the rest of life mean that multitasking feels more like a necessity than a choice. *How else will I get it all done?* The truth is that multitasking doesn't make us more productive; in fact the exact opposite is true. With the pace of life ramping up, and hours in the day slipping away, focus and mindfulness matter now more than ever.

In this session, we'll look at how multitasking impacts productivity, what's happening in your brain when you take on too much, and how it hinders learning and memory. Then we'll explore ways to re-focus, prioritize, and really get the job done.

## **Exercise Less for Success!** An Innovative Approach for Finally Fitting in Fitness

Exercise less? It goes against everything you've ever heard about exercise, doesn't it? If 'conventional wisdom' has failed you on the fitness front - if you've battled your exercise demons long enough, perhaps it's time to consider a different approach?

Michelle has over 27 years' experience as a personal trainer, educator, and certified coach. She knows that success in fitness requires time and effort, but also realizes that most people simply don't have the time to take care of themselves the way they should ... *so they don't*. How can we solve the problem of inactivity if we keep attacking it with the same ineffective solutions? **If you knew better would you do better?**

In this thought-provoking session, Michelle reminds you that it's not laziness or lack of willingness that stops fitness progress - it's unrealistic scheduling and grandiose expectations. You *can* experience fitness success through realistic planning, and a 'small steps' approach that makes you wonder why you didn't think of it sooner.

**Prioritize your health and longevity by finally fitting in fitness!** This session shows you how.



# Michelle Cederberg

speaker • coach • consultant



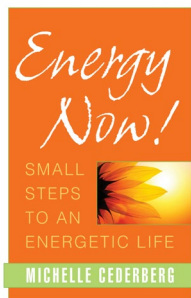
For over 15 years, Certified Speaking Professional Michelle Cederberg has been captivating audiences across North America with her empowering and humorous messages about how to set worthwhile goals, get energized for success, and live a Carpe Freakin' Diem life.

An in-demand speaker, author, coach and consultant, she believes that personal and professional success is directly influenced by the physical, mental and emotional capacity we each have within us to create the life and career we want. She helps people boost that capacity, so they gain clarity, build confidence, and get the discipline to create the life and career they want.

She holds a Masters in Kinesiology, a BA in Psychology, a specialization in Health and Exercise Psychology, is a Certified Exercise Physiologist, a Certified Professional Co-Active Life Coach, and an ORSC-Trained Team Coach. She truly combines mind, body and practicality to empower change.

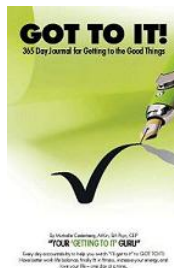
Michelle is the author of three books. Her newest book *It's How We Work* will be released late 2019.

## Michelle's Books



**Energy Now! Small Steps to an Energetic Life**

Available at Michelle's sessions as well as online and in bookstores everywhere.



GOT TO IT journal and



**If Your Life Sucks It's Your Fault** mini-book

Available at Michelle's sessions or on-line at:  
[michellecederberg.com](http://michellecederberg.com)

To learn about coaching, read Michelle's blog, or book her to speak visit [michellecederberg.com](http://michellecederberg.com)

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