

(2) Choosing The Competitive Edge

“The Leader’s Guide to Peak Performance... in Everything”

For many of us, getting ahead means putting in longer hours, sacrificing time with our family and friends and persevering until we “break through” to that next level of success. Ironically, those same sacrifices have driven employee burnout, corporate fatigue and the skyrocketing costs of mental and physical health.

In fact, research indicates that the very health practices we tend to push aside in the pursuit of ‘more’ are the same practices that drive today’s peak performers and greatest leaders to succeed. Indulge yourself and your team in a research-backed, smirk-filled experience that debunks the idea that “struggle and stress” are part of success. Then make way for clearer, more consistent results that draw on health to give you the ultimate competitive edge.

KEY OUTCOMES & AUDIENCE IMPACT:

- Significantly increase confidence, capacity and clarity.
- Learn the performance benefits of exercise, healthy eating, sleep and stress management on your cognitive and decision-making abilities.
- Examine current health-practices with a guilt-free analysis of what’s going well, what could be better, and what it takes to be better.
- Improve focus, engagement, production and retention with these highly effective (and time-efficient) strategies that alleviate stress and reduce exhaustion.

★ **THE “PRODUCTIVITY-BOOSTER”:** Built for busy and highly ambitious professionals who are committed to outperforming themselves *more sustainably*. This keynote powerfully communicates the extreme advantage that comes when you make health a “non-negotiable” in your business, corporate and personal goal-setting.



“A HEALTH & PRODUCTIVITY SENSATION”

Conquer Burnout | Boost Focus | Energize Your Success

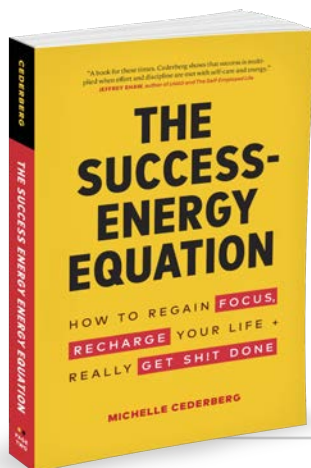
For over 20 years, Health and Productivity Expert Michelle Cederberg has captivated audiences across North America with her empowering and humorous messages about how to set worthwhile goals, get energized for success, and live a bigger life.

As a **certified and in-demand speaker**, author, coach and consultant, she believes that personal and professional success is directly influenced by how well we harness the physical, mental and emotional capacity we each have within us. She enthusiastically calls on science to help people boost that capacity, gain clarity, build confidence and develop the discipline to create the life and career they want.



CAPS
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Association of Professional Speakers

★ **MISSION & FOCUS:** Michelle holds a Masters in Kinesiology, a BA in Psychology, specialization in Health & Exercise Psychology, is a Certified Speaking Professional, Certified Exercise Physiologist and a High-Performance Coach. Her life's work is about combining *mind, body and practicality* to powerfully ignite change in everyday professionals.



★ BEST SELLING AUTHOR & INFLUENCER:

An author of four books and counting, her latest publication “*The Success-Energy Equation*” debuted as a bestseller in October 2020 —helping to revolutionize the myth that burnout and stress don’t have to be part of success.

Book Michelle to ENERGIZE YOUR NEXT EVENT:
michellecederberg.com

“Michelle really exceeded all the previous guest speakers we used in the past. She took the time to collaborate with us to customize her message and focus on topics that were relevant to our group, with great success”

—Michelle Watt & Anne-Sophie Branjon, SHELL Retail Canada