

### Choosing Your 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 a sharpened 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 session powerfully communicates the extreme advantage that comes when you make health a “non-negotiable” in your business, corporate and personal goal setting.

Download a full list of Michelle’s sessions here: <https://bit.ly/MichelleSPEAKS2024>

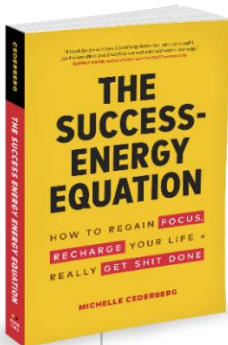
## IGNITE HIGH PERFORMANCE



For over 20 years, Health and Productivity Expert Michelle Cederberg has captivated audiences across North America with her empowering and humorous messages that educate busy, driven professionals about how to set chase worthy goals, revive energy, and ignite high performance.

As an in-demand speaker, author, coach, and consultant, she believes that 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, so they can work and lead with confidence, and create the life and career they want.

★ **EDUCATION & FOCUS:** Michelle holds a Masters in Kinesiology, a BA in Psychology, a specialization in Health and Exercise Psychology, is a Certified Speaking Professional, Certified Exercise Physiologist, and a High-Performance Coach. In 2023 she was inducted into the prestigious Canadian Speaking Hall of Fame. She truly combines *mind, body, and practicality* to inspire change.



★ **BEST SELLING AUTHOR & INFLUENCER:**

Michelle is the author of four books. Her latest publication “*The Success-Energy Equation*” debuted as a bestseller — helping to revolutionize the idea that burnout and stress don’t have to be part of success.

Book Michelle to **ENERGIZE YOUR NEXT EVENT:**  
[michellecederberg.com](http://michellecederberg.com)



Inducted into the  
Canadian Speaking  
Hall of Fame



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