

KEVIN BROWN

STOP CHASING GREATNESS®

It's Already Within You!



What if chasing greatness was a bad idea? What if it was a recipe for burnout, frustration and overwhelm? What if greatness was looking for you instead?

In this counter-intuitive keynote, Kevin challenges common thinking with uncommon wisdom on greatness. While we should absolutely have worthy goals and chase our dreams, greatness is another matter entirely. If you listen to the greats, the GOATs, and the gifted ones, they rarely talk about chasing greatness. They talk about chasing their potential. Consistently showing up and doing the work that others won't do.

Greatness is none of your business. It is subjective, elusive and will ultimately be decided by others based on your body of work. What you can control is becoming **YOUR** best. Becoming so good that the world around cannot ignore the performance. So good that you become **Super Good**. And when you become super good, greatness will find you right where you are.

Are you good enough to be great?

Key themes:

1. **Be Good:** Being **Super Good** is a commitment to self-mastery. Preparing yourself to compete. Digging out your potential. Focusing on mind, body, and spirit to improve skills and expand your capacity to perform.
2. **Do Good:** Execution drives results. Being **Super Good** is about moving beyond intentions and acting on your biggest priorities and highest payoff activities. Delivering when it matters the most at work, at home and in life.
3. **Multiply Good:** Sustainable impact extends beyond personal performance and looks for ways to elevate the performance of others. **Super Good** performers recognize the good in those around them and works to influence the positively by modeling consistency, discipline and focus.

IDEAL AUDIENCE:

- High performance people who want to understand how to sustain longterm excellence.
- Leaders who want to drive consistency, discipline and excellence into their teams.
- Anyone who wants to expand their capacity, rise above any ocstacle and achieve their potential at work and in life.

FORMAT: 45 to 75 minute keynote.

"Kevin was great! Our group really enjoyed his keynote, and it ended with a standing ovation. Everyone is saying it's the best speaker we've ever had!" - Callista Faria, 1-800-Radiator

"Kevin Brown was FANTASTIC!!!!!! Beyond words! I've heard many "best ever" comments. He was exactly what our group needed to hear." - Certified Angus Beef