

KEVIN BROWN

# Stop Chasing Greatness™ And Start Living Your Potential



How Heroes and Champions Stand Out at Work and in Life

What if greatness was looking for you?

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. They talk about consistently showing up and doing the work that others won't do.

Greatness 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 cannot ignore your work. So good that greatness will find you when it matters the most.

Are you good enough to be great?

## KEY THEMES:

1. **Be Good:** Living your potential is a commitment to self-mastery. Preparing yourself to compete. Digging deep to find your best self. Focusing on mind, body, and spirit to improve skills and expand your capacity to perform.
2. **Do Good:** Execution drives results and moves beyond intentions to accomplish your biggest priorities and highest payoff activities. It's about delivering what 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. The best in any arena of endeavor recognize the good in those around them and work to multiply their impact by mentoring and modeling excellence in all that they do.

**IDEAL AUDIENCE:**

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

**FORMAT:** 45 to 75 minute keynote.