

# Jim Steele



*“I have never seen anyone engage an audience of 1000 people like Jim did, and have received nothing but fantastic feedback”*

Cecelia De La Hox- Partner  
**EY Parthenon**

KEYNOTE OVERVIEW

## THE MOMENTUM MULTIPLIER

### Turning Strategic Intent into Sustained Performance

Leadership teams have strategies. Not all have systems to execute them. Priorities drift, energy fades, progress stalls because leaders react to noise instead of responding to what matters most. Teams lose direction and momentum.

This keynote equips leaders to align focus, maintain traction, and convert strategic clarity into coordinated performance, closing the gap between intention and impact.

The engine behind the session is E+R=O (Event + Response = Outcome), the neuroscience-backed framework from Jim's book *Unashamedly Superhuman*. Leaders learn to choose response over reaction, shifting from overwhelm and resistance to agency and ownership. Grounded in cognitive neuroscience and human performance, and tested through Holistic Performance Lab (HPL), the lab Jim founded, every tool is usable the same day.

This is a leadership operating system, not just motivation.

#### What this session delivers

Leaders learn how to create focus, translate strategy into daily behaviour, and build systems that keep momentum alive long after the event ends.

#### Leaders leave able to:

- Translate strategic goals into coordinated execution
  - Set clear priorities that drive ownership and accountability
  - Reduce decision overload so priorities stay sharp
  - Build execution rhythms that maintain momentum after the initial push fades
- For leadership teams responsible for delivering on strategy in fast-moving environments**

