

VIDA

Values Driven Achievement

*Executive Business Coaching
Strategic Planning
Keynotes*





Unleash Your Inner Olympian



12 Years
580 Races & Time Trials
7,200 Training Sessions
13,400 Hours on the Water
2,200,000 Practice Strokes

Olympic Race: 1st
Strokes in Race: 220
Time to Win: 5:23.89

What are YOU working towards?

WHAT'S YOUR NEXT GOLD MEDAL MOMENT?



Adam
Kreek

V:DA
Values Driven Achievement



Chris from
Compliance



But our work at RBC is about more than ideas. – the ideas behind our proactive advice culture...

Doesn't great advice start with great questions?



Unleash Your Inner Olympian

*Never stop learning, never stop growing,
never stop building your business skills*



Adam
Kreek

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**What was your
biggest learning
this year?**

2025



Adam
Kreek

Where do you want
to be by end of
October next year?

2026



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**What could YOU
accomplish at RBC
in 12 years?**

2037

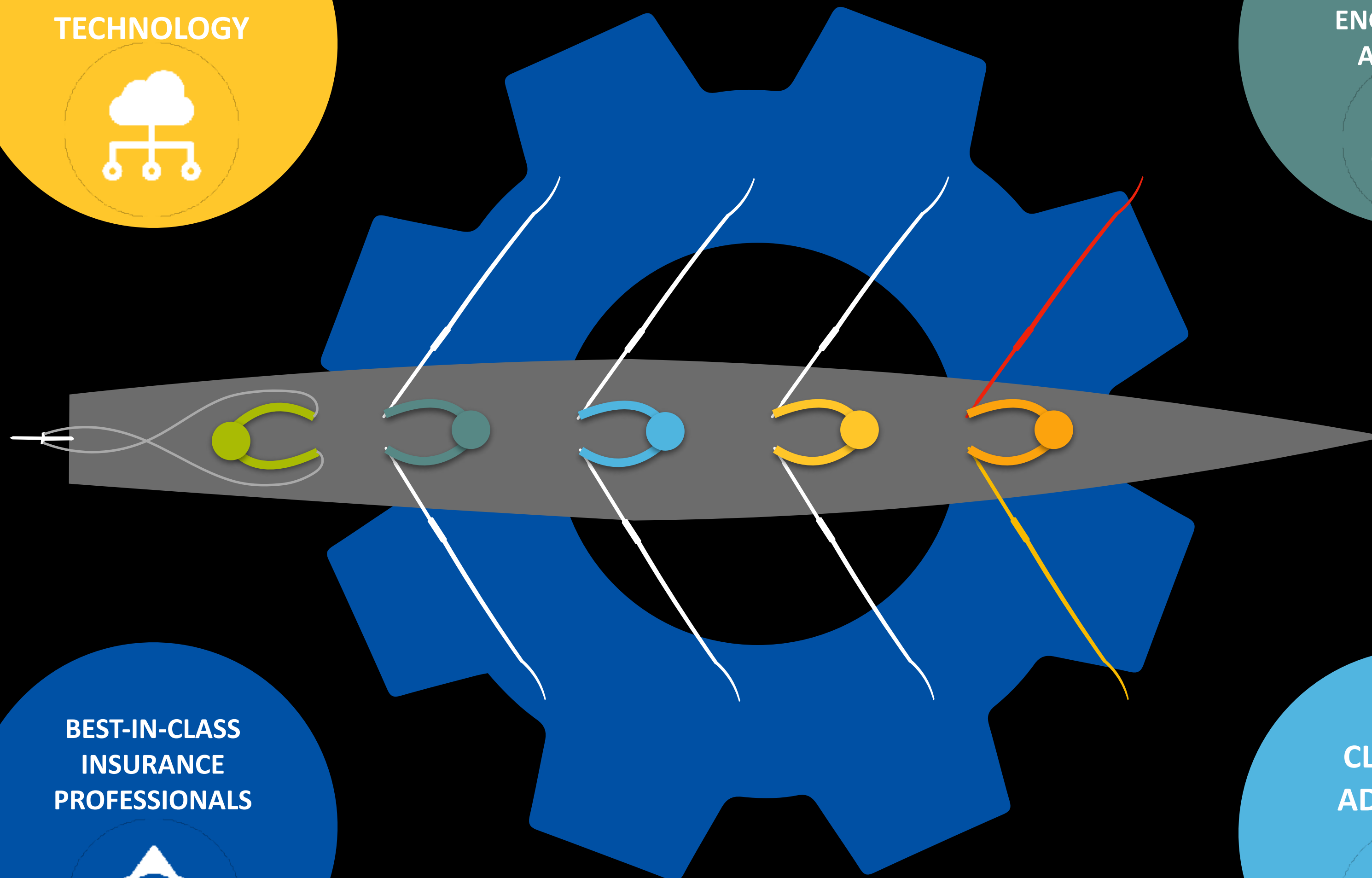


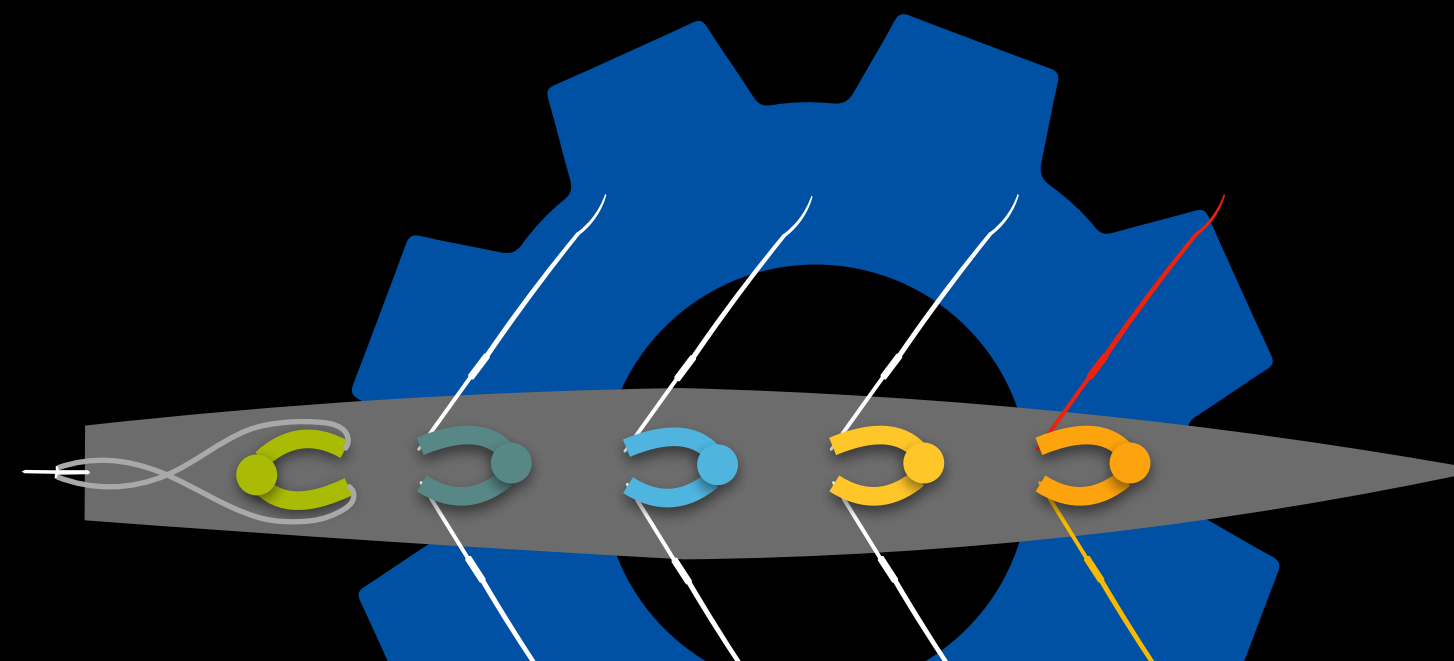
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What does **craft mastery**
look like to you?

How are you becoming a
better student of the
business?





Narratives sink longer and deeper than facts and information.

Anecdotes inspire more right action

When you know why and feel understood, you open up to professional growth.

Pragmatic applications to evolve your craft.

Stories, Philosophies, Tools

Endurance, Achievement, Success in Sales at RBC



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Why try?



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Why do we set goals?



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Why do we have such high personal standards?

Fear of
Work

Fear of
Failure

Fear of
Judgement

Fear of
Success



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H*RD HAPPENS

*Your career will be imperfect and cause you pain
Status anxiety and internal competition are real
We are regularly asked to do more with less*



Adam
Kreek

HARD IS HERE

You are built for it

***I crafted tools and values to help you
endure, achieve more and make your
hard work feel more meaningful.***



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“Do not judge me by my
successes, judge me by how
many times I fell down and
got back up again.”

- **Nelson Mandela**
Former President South Africa





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Can we build a stronger
proactive advice culture with more
authentic connection?



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VALUE Enduring Grit

#1

When we embrace our passion, keep our focus and look for joy in effort, we find endurance. We discover a staying power to find more meaning in the push.



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“Many think passion is akin to euphoria; however it’s closest relative is patience. It’s not about feeling good; **it’s about persistence.** Like patience, passion comes from the same Latin root word: Pati. Pati means ‘to suffer’.”

- Adam Kreek

Executive Business Coach, Olympic Champion



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STRIVING TO
ACHIEVE
TEACHES US



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**STRIVING TO ACHIEVE
TEACHES US**

GRIT



**Adam
Kreek**

STRIVING TO ACHIEVE
TEACHES US

ENDURANCE

STRIVING TO ACHIEVE
TEACHES US

JOY IN EFFORT



Adam
Kreek

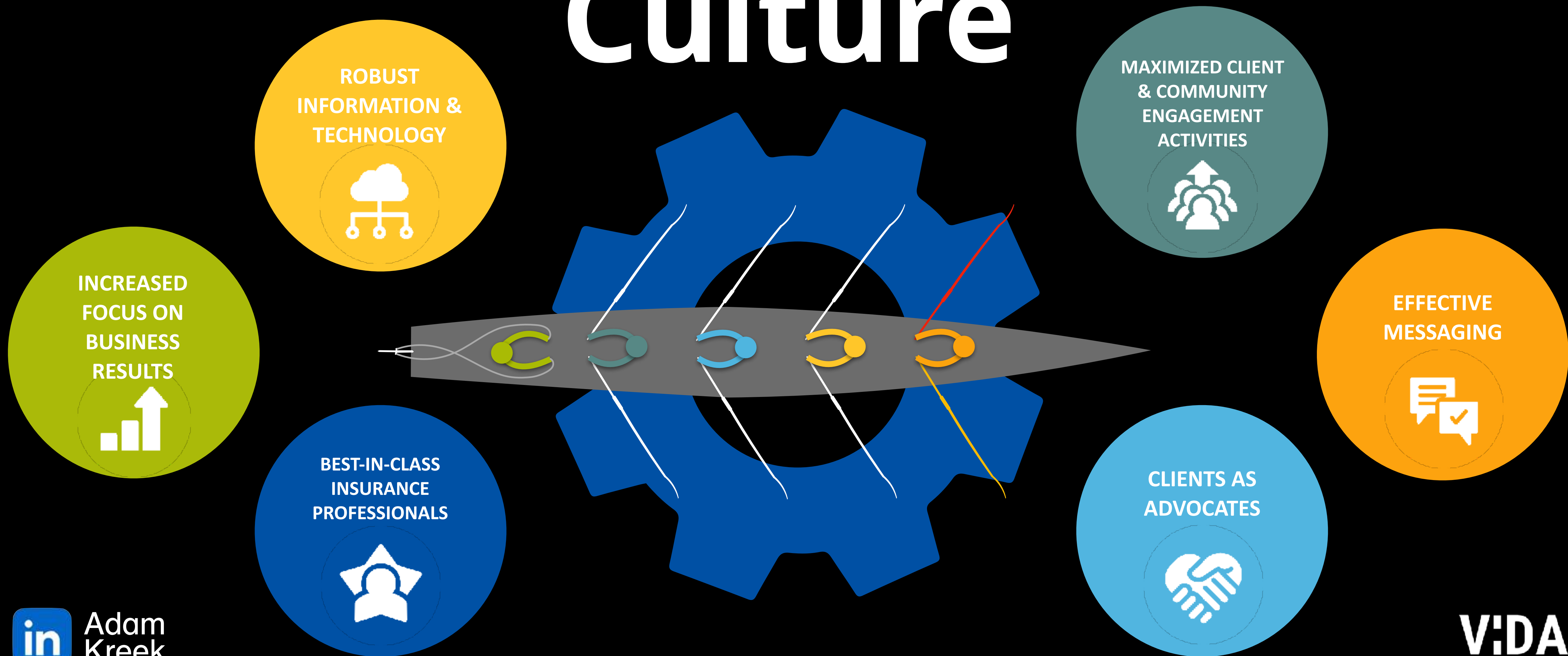
**What is the biggest,
long-term career goal
you can imagine? That's
worth suffering for?
And what will it take you
to get there?**



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Proactive Advice Culture



Adam
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WHAT'S YOUR NEXT GOLD MEDAL MOMENT?



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VALUE Incremental Excellence

#2

We pour in massive work, relentless repetition, and disproportionate effort—for a sliver of gain that makes all the difference.



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Mike Spracklen
Legendary Olympic
Rowing Coach



Adam
Kreek

“You can train all winter and win by less than an inch. Always be inching.”

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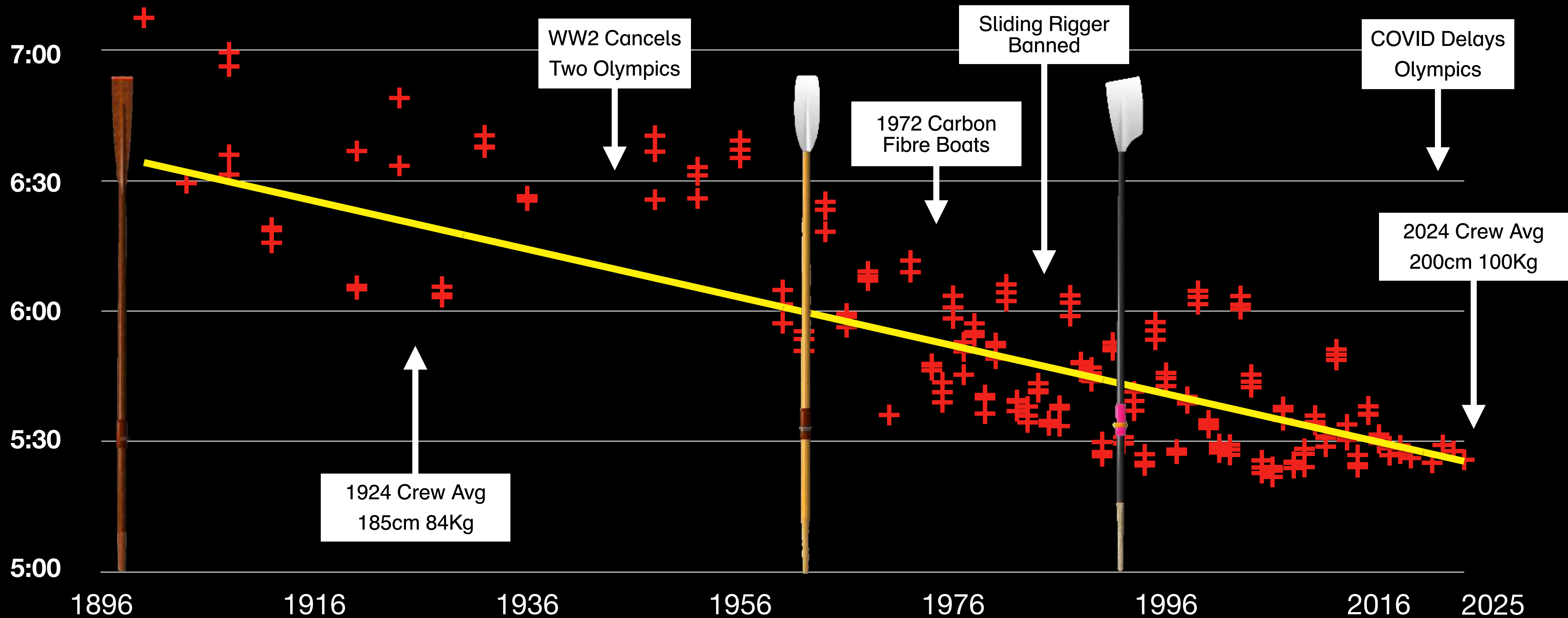
Ask Better Questions



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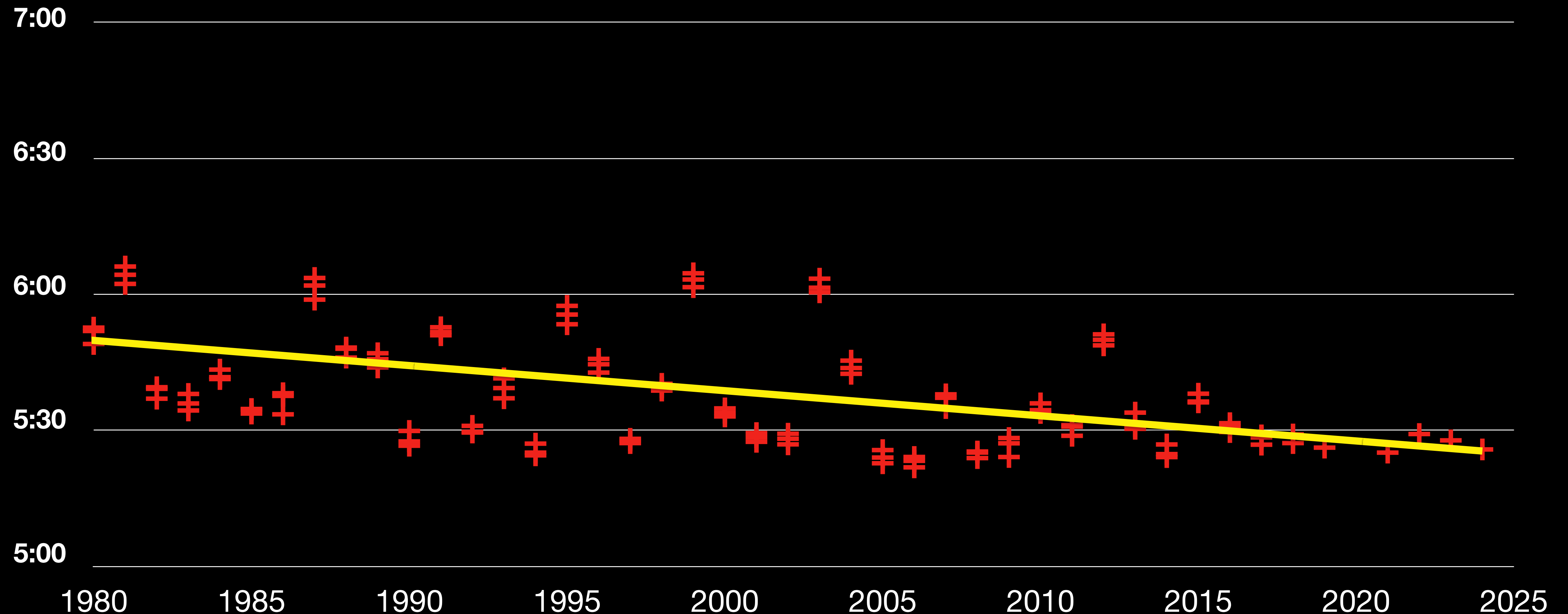
Men's 8+ Rowing Times

Gold, Silver, Bronze from Olympic and World Championships. Data from world rowing.com



Men's 8+ Rowing Times

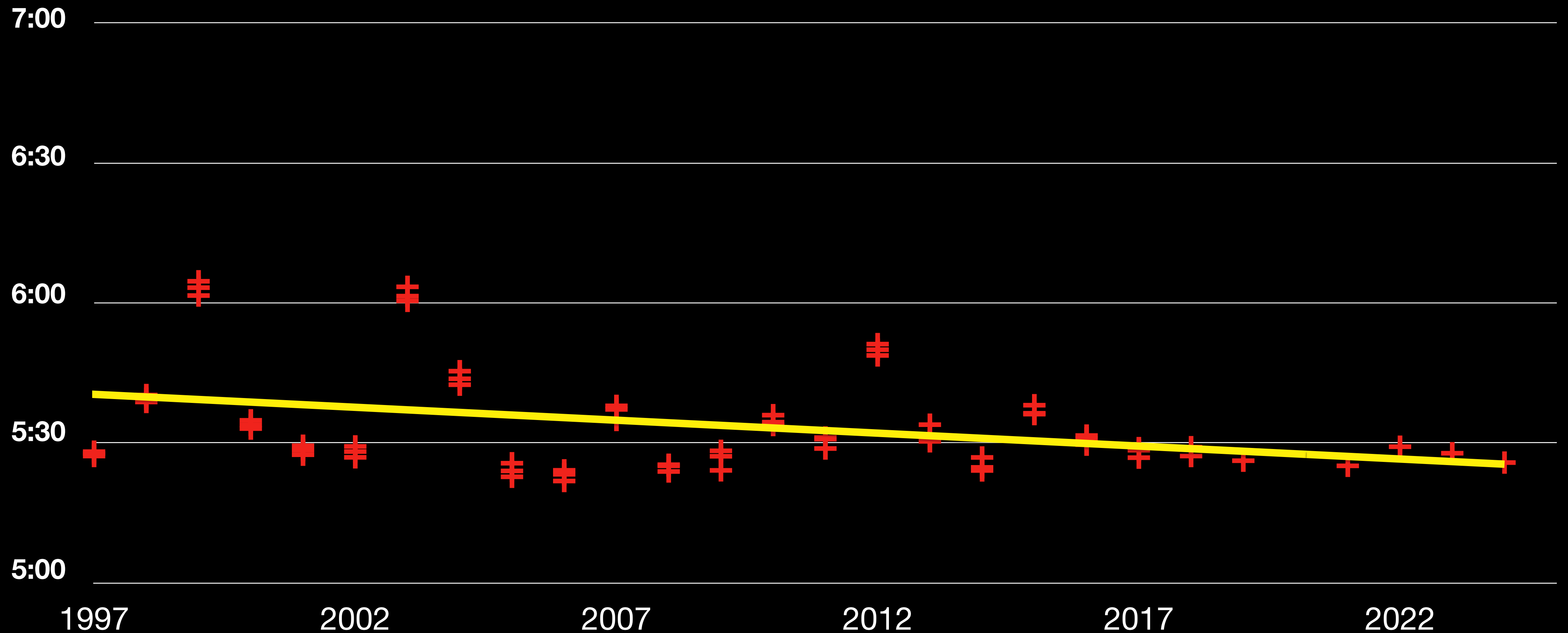
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Men's 8+ Rowing Times

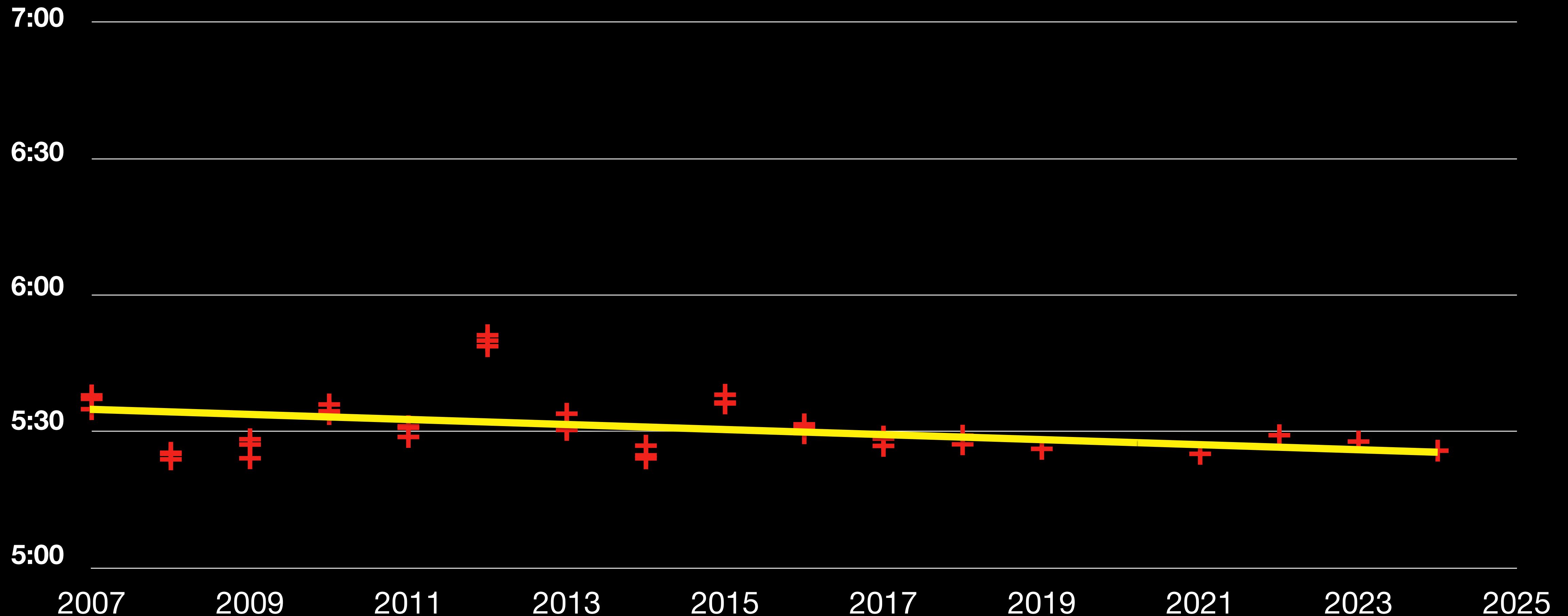
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Kreek

Men's 8+ Rowing Times

Gold, Silver, Bronze from Olympic and World Championships. Data from world rowing.com



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SCIENCE

Competitiveness

Competitive job candidates are seen as more employable, non-competitive candidates are seen as less productive

Journal of Behavioral and Experimental Economics - Volume 110, June 2024, Elif Demiral



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Dr. Herbert True

Notre Dame University

Don't be the 94%



- 44% of all sales people quit trying after their first call
- 24% quit after their second call
- 14% quit after their third call
- 12% quit trying to sell their prospect after their fourth call
- 60% of sales are made after the fourth call



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Kreek



“**Excellence** is no accident. It is **hard work**, perseverance, learning, studying, sacrifice and most of all, **love of what you are doing** or learning to do.”

- Pele

Brazilian Footballer



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How can you **master**
your craft more like an
Olympian?



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Master Your Craft

*(Am I good and getting better?
Do I feel effective?)*

Enhanced By:

- **Optimal Challenge**
- **Positive Coaching**
- **Performance Feedback**
- **Clarity of Process**
- **Constance of Purpose**

Undermined By:

- **Excessive Challenge**
- **Lack of Feedback**
- **Negative Messages**
- **Confusion of Path**
- **Forgetting your Service**

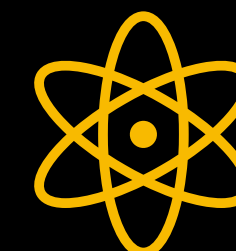
MOTIVATION

RESULTS

*Enhanced Performance
Greater Well Being*



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Kreek



SCIENCE

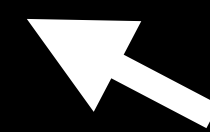
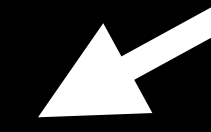
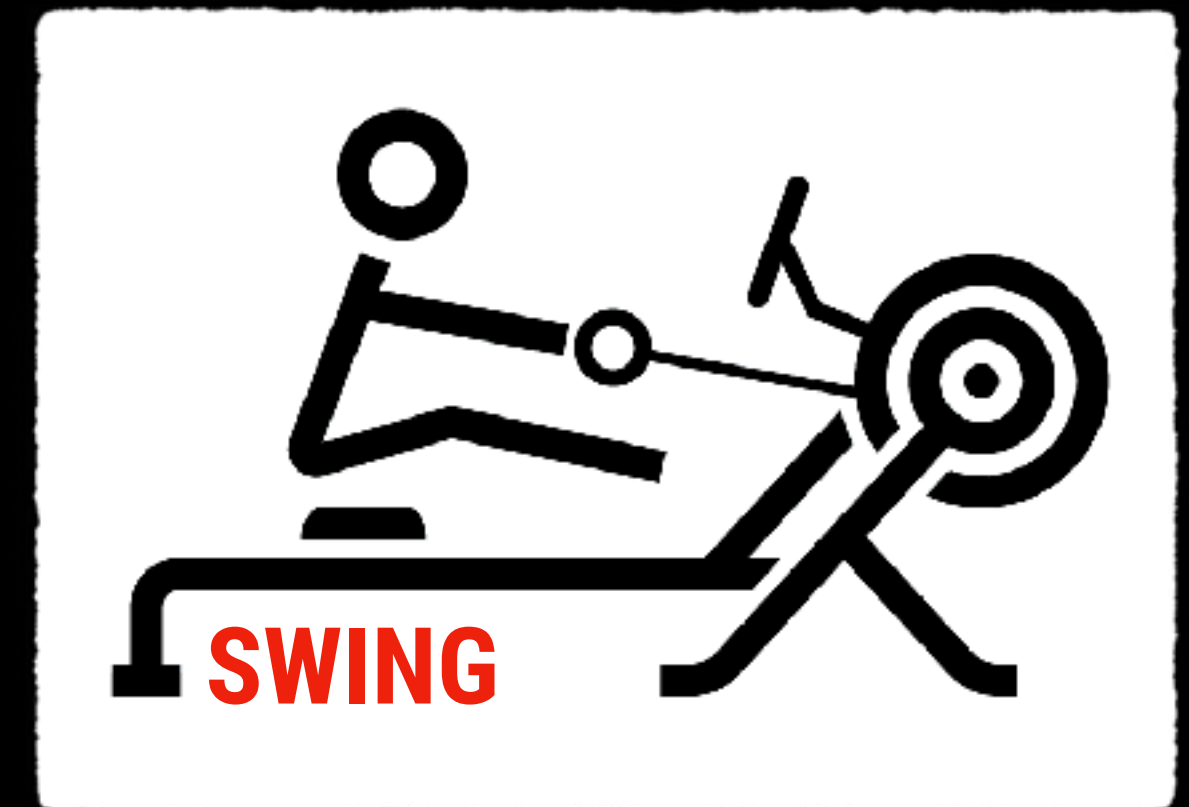
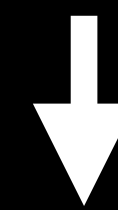
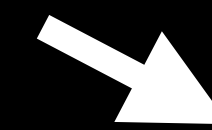
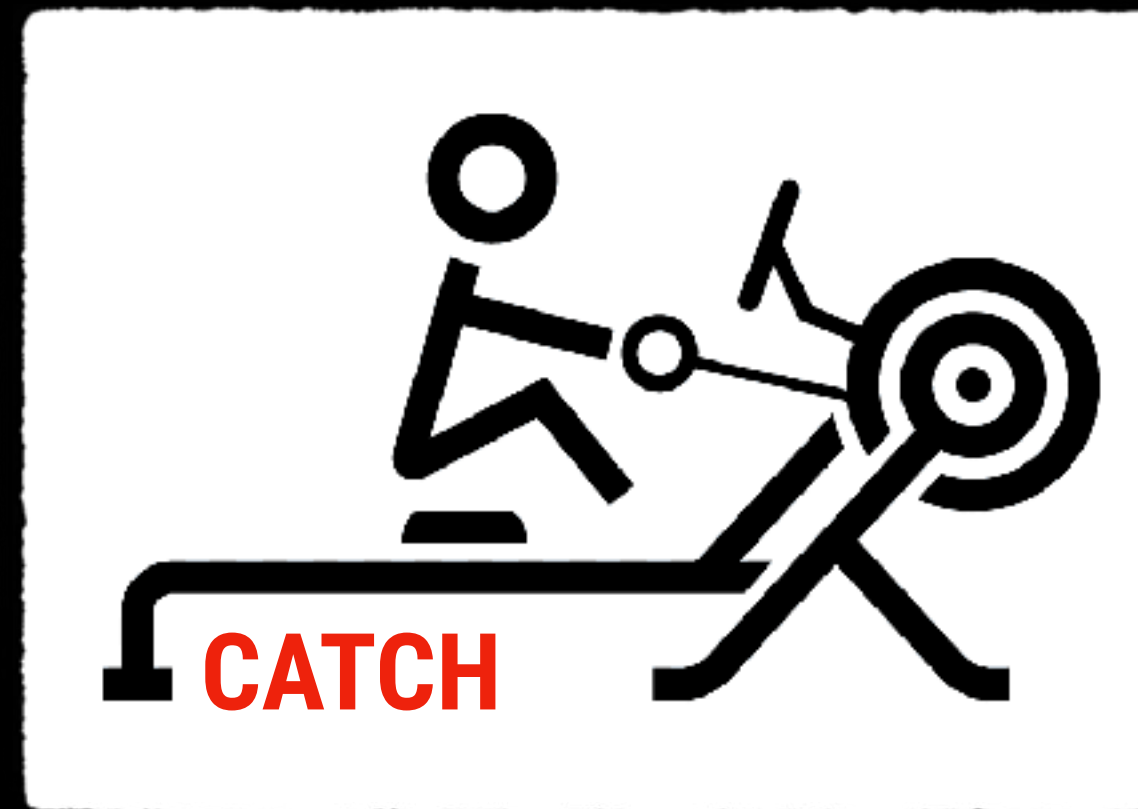
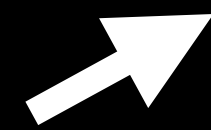
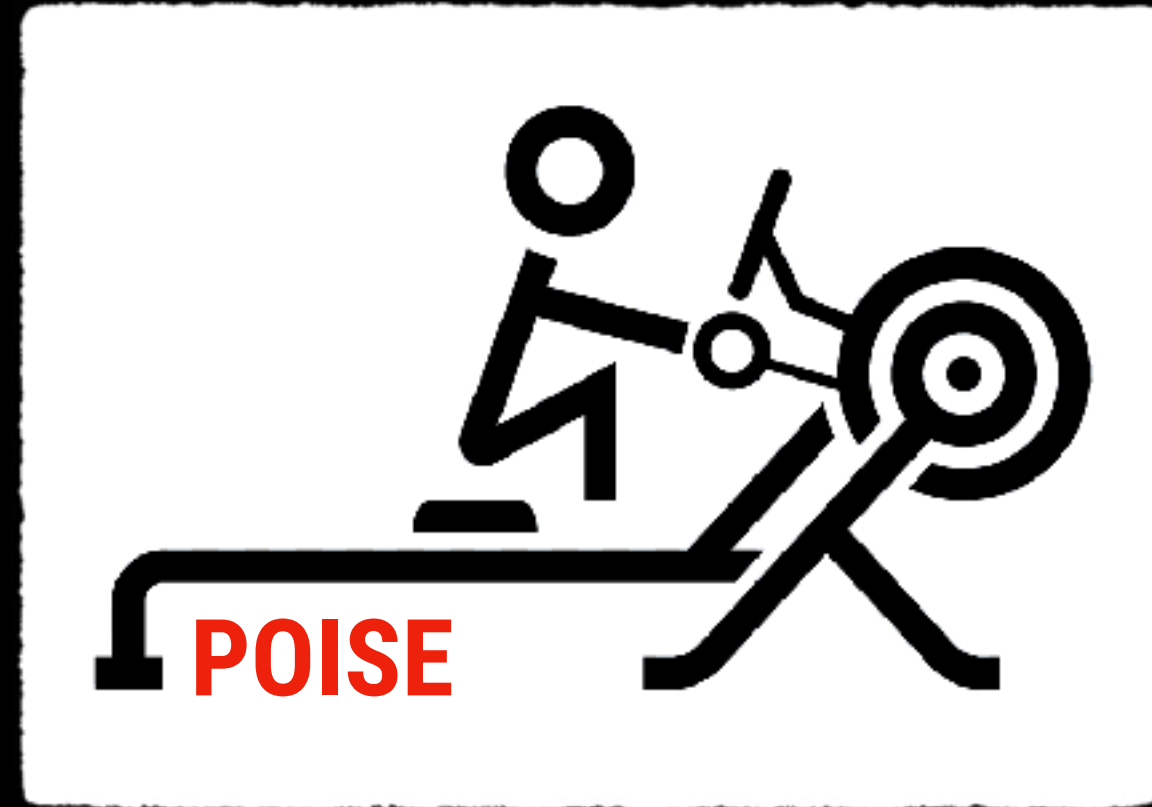
Ryan & Deci: Self Determination Theory

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6 Days a week
50 Weeks a year



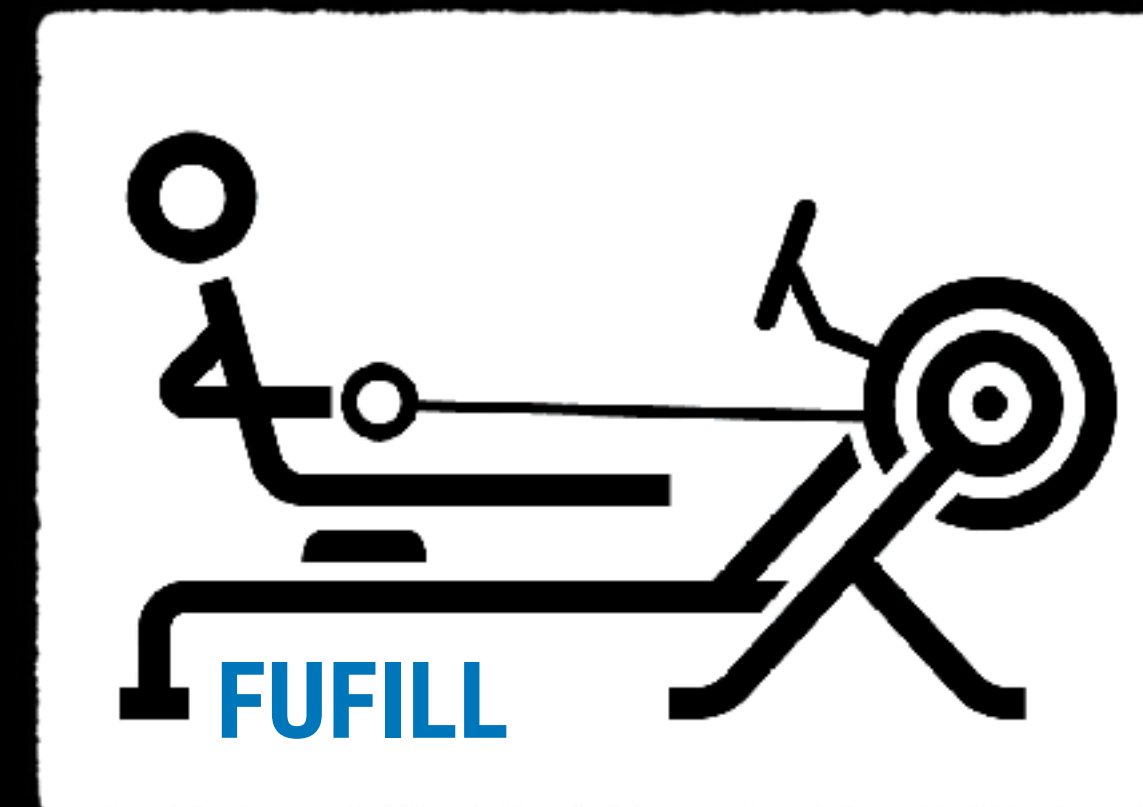
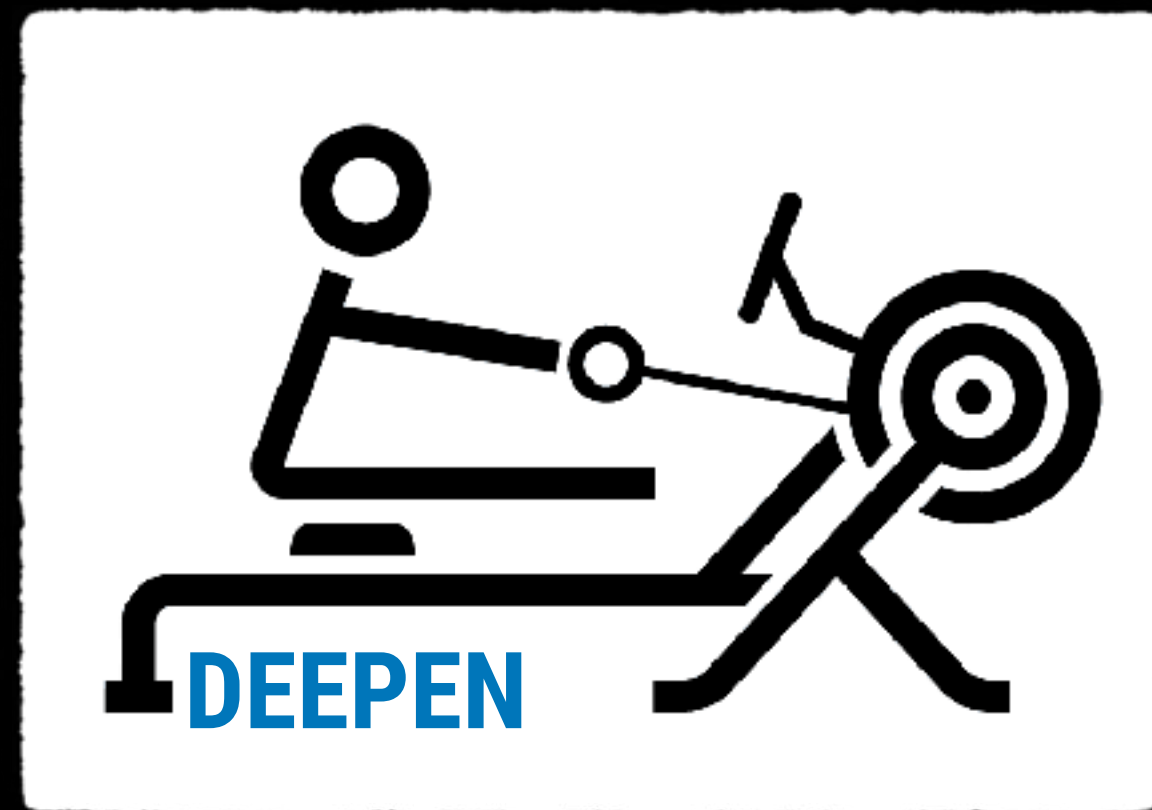


Stroke Cycle





Client Cycle



Client Advice Experience

Advice Centre | October 2024

Welcome

- Greet/welcome the client
- Statement of helpfulness
- Throughout call;
 - Build rapport/connect

Discover

- Effective questioning
- Active listening
- Review information on file
- Listen for triggers

Advise

- Provide the right advice & recommend solutions (within your area of expertise)
- Benefits, advantages, features
- Gain commitment
- Address client concerns

Continuously build rapport

Demonstrate empathy, care and connection

Prepare

- Mentally prepare for your day
- Log into your systems/applications
- Prepare to address client concerns
- Prepare to connect to clients

Deepen

- Tie in trigger, if applicable
- Share team value proposition
- Seek permission to refer

Fulfill

- Complete applications/forms/documents
- Set expectations
- Keep client informed & explain next steps
- Validate that client needs have been met



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**How can you bring more
of an Olympic mindset
to your business?
And build a stronger,
more proactive advice
culture?**



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VALUE Resilient Growth

#3

When we take time to reflect and emotionally process our failures and shortcomings, we can let go of baggage, learn and grow.



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SCIENCE

Learn from others failures

We find it easier to learn from others failure than our own failures, because of ego. When we check our ego? We learn much more from our failures.

Not Learning From Failure—the Greatest Failure of All, November 2019, Psychological Science. Lauren Eskreis-Winkler.



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“There is always light. If only
we're brave enough to see it.
If only we're **brave enough to
be it.**”

- **Amanda Gorman**
American Poet



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Let it go



Grow



Learn



Reflect



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What is YOUR focus?



1 Choked Olympic Final
2 Herniated Discs
100 Lost Training Days
1,000 Failures in Training
2,000,000 Imperfect Strokes

Olympic Race: 1st
Strokes in Race: 220
Time to Win: 5:23.89

What is YOUR focus?

Collect your NO's



Adaptation Theory



*And are you optimizing the time required to
recover, adapt and grow?*



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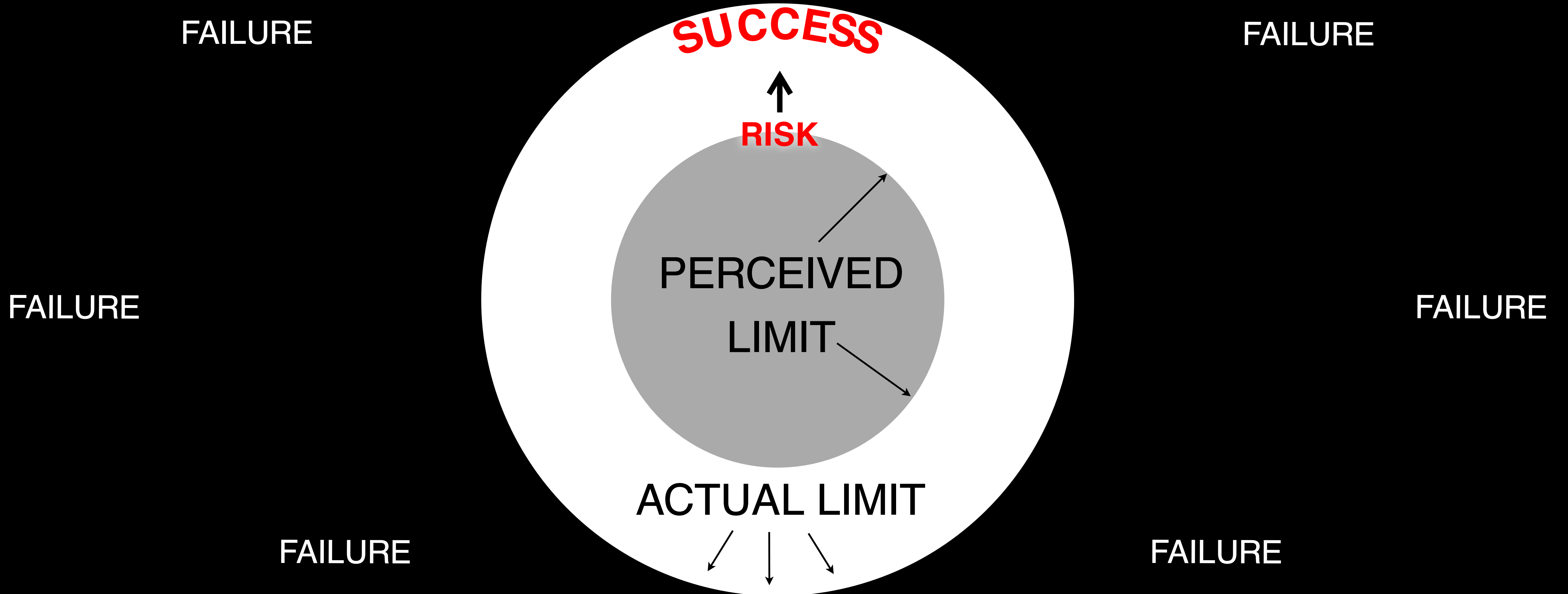
Jake Wetzel
Olympic Gold &
Silver Medalist

**“It doesn’t have to be fun to be
fun.”**



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Capacity Bubble

Your Ability to Achieve

FRAIL FAILURE

CRIMINAL

CARELESS

CONTROLLING

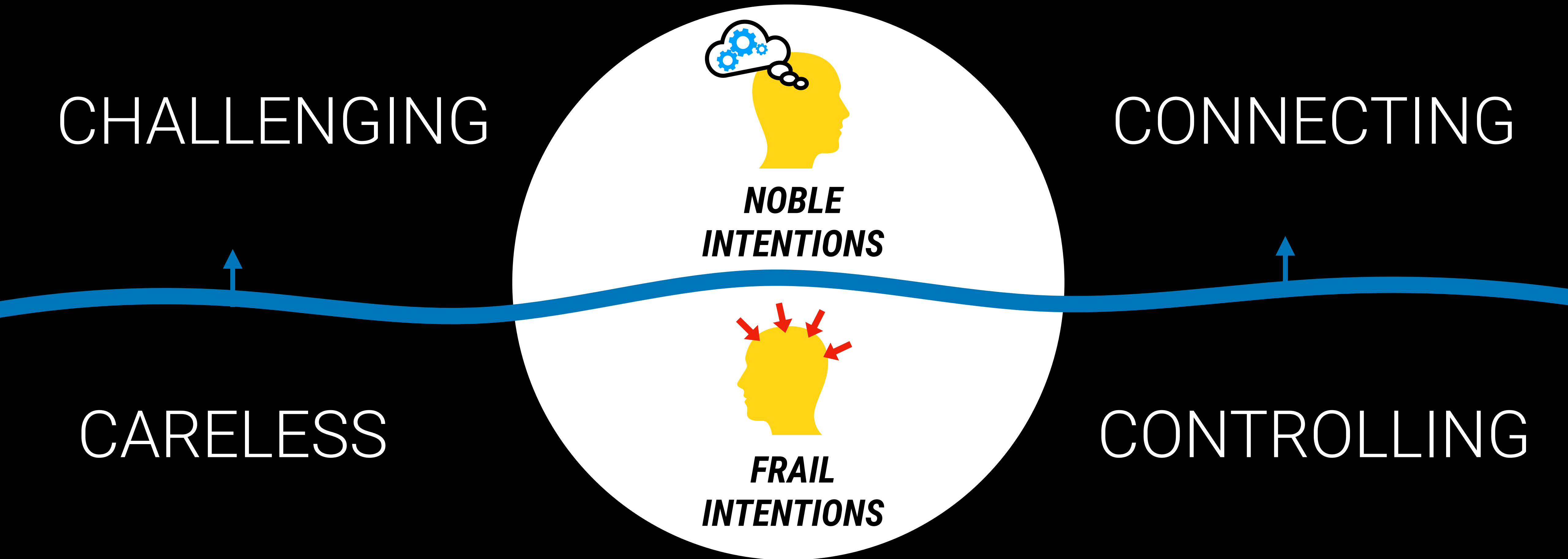
NOBLE FAILURE

CHALLENGING

COMPLEX

CONNECTING

Noble Failures

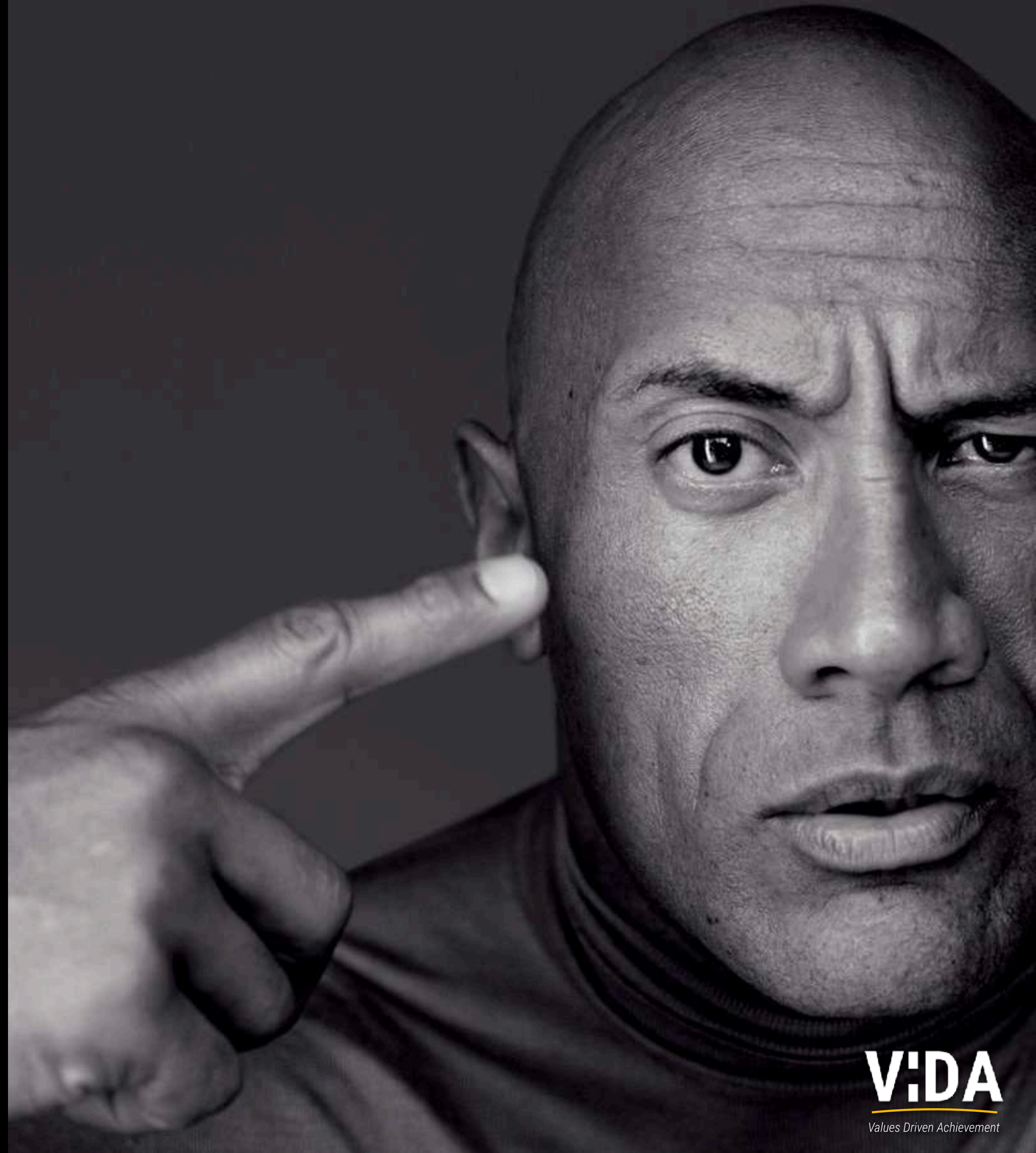


Which of your past failures have been above the water line? Or below the line?



“Success at anything will
always come down to this:
focus and effort. And we
control both.”

- Dwayne Johnson
Actor



Noble Failure is when
we push for positive
impact, when we
push in service of the
other.



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**How can you collect
more noble failures?
How can you grow your
capacity by collecting
more no's?**



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Final Thought

*Pick One Idea That
Resonates With You*

Write it down

Apply it to your practice

Continue to grow, stroke by stroke



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THE
RESPONSIBILITY

ETHIC



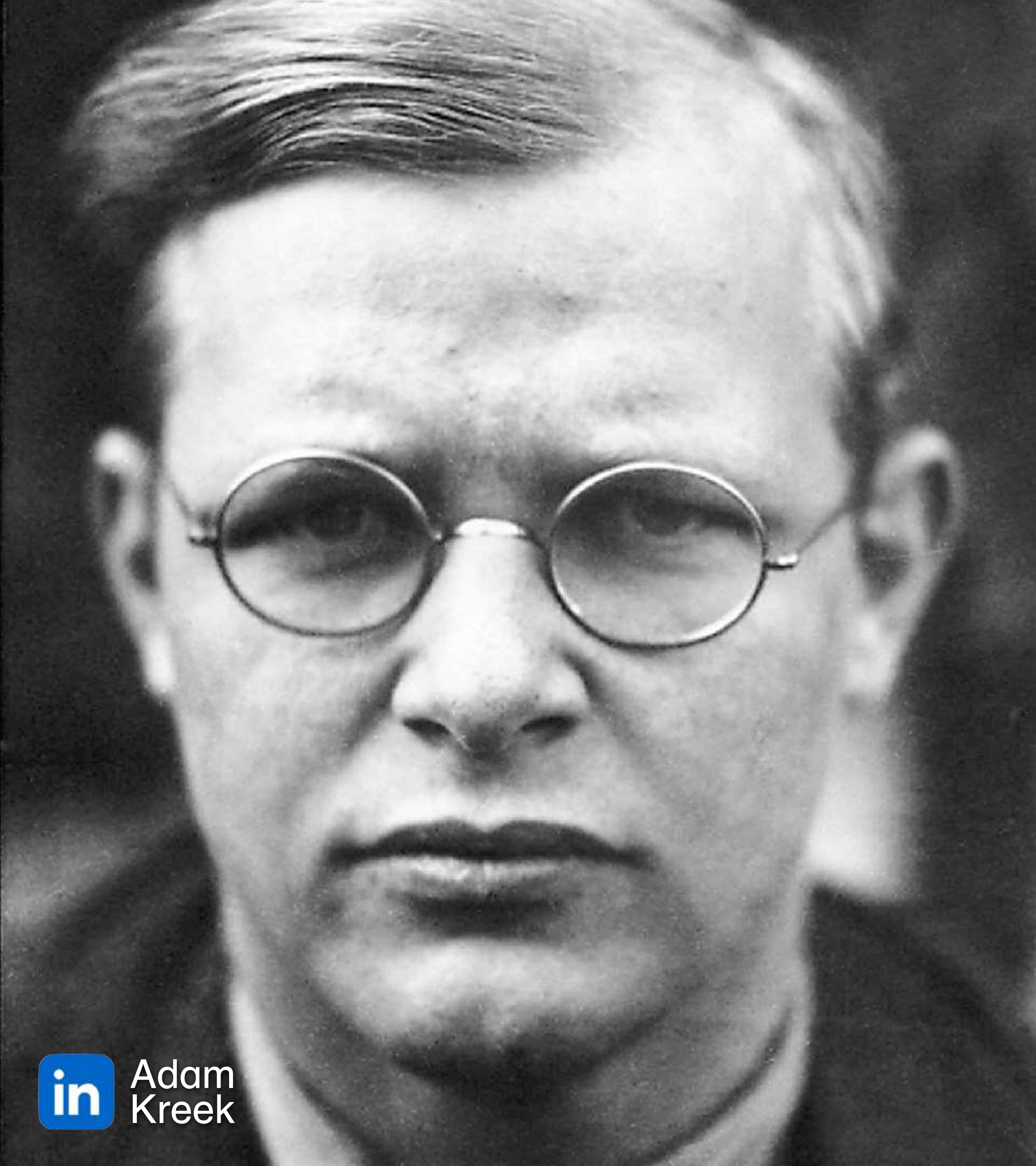
Responsibility is
taken.

Blame is placed.
GUILT
SHAME



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“Action springs not from thought, but from a readiness for responsibility.”

- Dietrich Bonhoeffer
Nazi Dissident



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THE RESPONSIBILITY

1. Slides
2. Coaching
3. Events

Big Brothers
Big Sisters
OF CANADA



**What was your
biggest learning
this year?**

2025



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Where do you want
to be by end of
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**What could YOU
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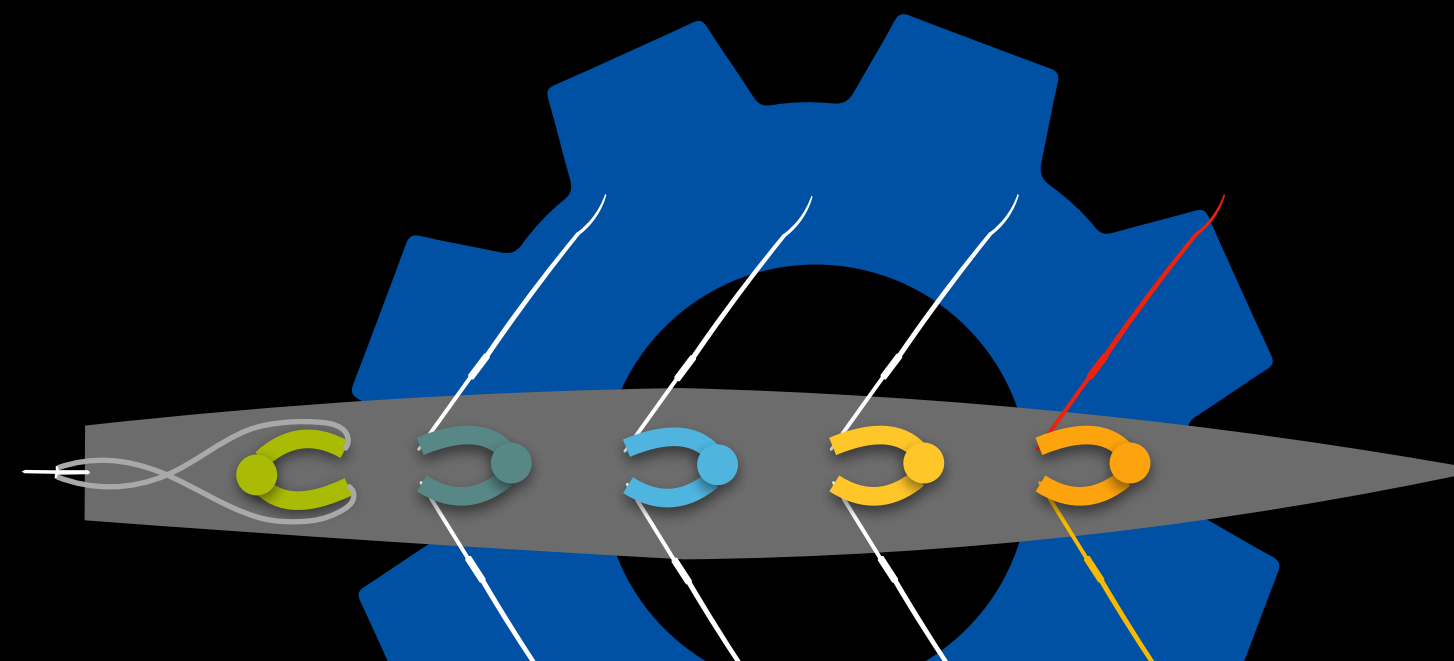


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- Tie in trigger, if applicable
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Adam
Kreek



“May your seas be choppy,
the winds unfavourable and
may the currents regularly
push you off course –
unveiling wonders and
blessings that you never
could have predicted...
Work hard. Be authentic.
Persevere.
May your next sunrise
sparkle and warm
the soul.”



Adam
Kreek

You Got This

