

Adam Kreek Bio

Adam Kreek is the founder and owner of Values Driven Achievement (ViDA) Performance Coaching, where he equips CEOs, founders, and senior leadership teams to do hard things - without becoming hard on themselves or others. His work builds a greater capacity for pressure while keeping leaders grounded, disciplined, smart, and kind - creating a durable shift in how teams relate to standards, effort, and recovery (not just “push harder”).

Adam is trusted by leaders in organizations such as Amazon, Microsoft, Pfizer, Shell, GE, Mercedes-Benz, L'Oréal, and peer communities including YPO and EO. Clients bring him in when the pressure is real and they need more than inspiration - they need language, tools, and a practical system that leaders can use immediately.

At the centre of Adam's work is Built for Hard™ and the ViDA Performance OS, a practical operating system for sustainable performance: Grace (leadership), Grit (management), and Go (energy). The outcome is simple: higher standards, cleaner accountability, stronger alignment, and recovery practices that prevent burnout and protect culture.

Adam's credibility is lived, not theoretical. He is a two-time Olympian and Olympic gold medallist, a record-setting ocean rower featured in NBC's *Dateline* documentary *Capsized*, and the best-selling author of *The Responsibility Ethic* (a Forbes “Top Business Book”). He brings a Stanford-trained engineer's rigour and an executive coach's practicality to leaders navigating constant change.

When he's not supporting organizations, Adam is adventuring in the Pacific Northwest with his wife and three children.