

## **Adam Kreek Introduction (90 seconds to 2.5 minutes)**

Good [morning/afternoon/evening], everyone.

Before we get started, I want to set the context for why today matters.

Most leaders in this room are carrying real pressure - high standards, constant change, limited margin for error, and the responsibility of making decisions that affect other people. The challenge isn't just to do more hard things, and get more hard things done. It's doing hard things without becoming hard on ourselves or others.

Our speaker today has built his life's work around that exact problem.

Adam Kreek is the founder of Values Driven Achievement (ViDA) Performance Coaching, where he helps CEOs, founders, and senior leadership teams build a greater capacity for pressure - while staying grounded, disciplined, smart, and kind. Adam's work creates a lasting shift in how leaders relate to standards, effort, and recovery - not "push harder," but sustainable excellence that holds up when the environment stays hard.

Adam brings a rare mix of credibility and practicality. If you've read Adam's bio, the headline moments are easy to validate (Olympic gold medallist, Stanford-trained engineer, an ocean-row expedition, and a best-selling business author). He doesn't share these stories to live in the past or impress a room; he shares them because they're proof of what happens when pressure is real and the margin for error is small. Expect to hear some of the back-of-stage stories from when it didn't work out, because not getting what you want is a key part of Adam's story, too.

In this session, you can expect more than inspiration. Adam delivers clear stories, simple models, and a practical operating system leaders can use immediately, what he calls the ViDA Performance OS: Grace in leadership, Grit in management, and Go in energy.

Please join me in welcoming Adam Kreek.