



## Jon Acuff

**NYT bestselling author, “All It Takes Is A Goal”  
podcast host and motivational speaker**

Jon Acuff is a seven-time New York Times best-selling author, a social media influencer and a leadership speaker.

## Jon's biography

### About Jon Acuff

Jon Acuff is the New York Times bestselling author of seven books, including his newest release, *Soundtracks: The Surprising Solution to Overthinking*.

He's an INC Magazine Top 100 [Leadership](#) speaker and has spoken to hundreds of thousands of people at conferences and companies around the world including: FedEx, Nissan, Microsoft, Lockheed Martin, Chick-fil-A, Nokia, and Comedy Central.

His large and highly engaged social media following includes nearly 300,000 Twitter followers, more than 187,000 Facebook followers, more than 125,000 Instagram followers, and more than 90,000 email subscribers who look to him for his unique blend of humor, honesty, and hope.

He lives outside of Nashville, Tennessee, with his wife and two teenage daughters.

## Jon's talks

- **Soundtracks: How the best teams overcome overthinking to navigate change, increase**

## **productivity and win consistently.**

Overthinking isn't a personality trait. It's the sneakiest form of fear.

It steals time, creativity, and energy. It's the most expensive, least productive thing companies invest in without even knowing it. When New York Times Bestselling author Jon Acuff and Mike Peasley PhD asked more than 10,000 people if they struggled with overthinking, they were shocked to discover the results. More than 99.5% of people said, "Yes." Overthinking prevents nearly everyone from doing their best work.

But what if it didn't have to be that way? What if there were simple, surprisingly fun techniques you and your team could use to transform overthinking from a super problem into a superpower? What if you could take all those repetitive thoughts, which Acuff calls soundtracks, and make them work for you, not against you with a new mindset?

What if you could create new soundtracks that help you navigate change, increase productivity and win consistently?

Great results always require great actions which always start with great thoughts. Let Acuff show you how to create them with a new keynote that will teach you to:

1. Retire the broken soundtracks that have been holding you back.
2. Replace them with new soundtracks that propel you forward.

Retire. Repeat the new ones so often they become as automatic as the old ones.

Replace.

Repeat.

Can tapping into the full potential of your team really be that easy? INC Top 100 Leadership Speaker Jon Acuff, thousands of research participants and the best companies in the world say, "Yes!"

The year 2020 was catnip for overthinking, but if overthinking steals time, creativity and energy, guess what your team is about to get back? Time, creativity and energy.

It's time to start listening to a new soundtrack with Jon Acuff.

- **Pivot, Don't Panic: The Four Investments Smart Teams Rely on During Uncertainty (Virtual Presentation)**

Six months ago, "change" was something we all knew we'd need to deal with someday. It was just over the horizon. It was around the corner. We knew it would come, we just didn't know when and we didn't know how. Then the world got flipped upside down.

Change is no longer a topic of conversation for your team, it's the norm. The new vocabulary. The new reality. The elephant isn't hiding in the corner of the room now. The elephant is the entire room.

Every team will face a choice. Pivot or panic? The smart ones will lean into four different investments. They'll double down on Skills, Character, Relationships and Hustle in intentional ways that bring clarity to chaos. They'll refocus, rebuild, and relaunch to better serve their community. They'll emerge with new tools and a new direction. Why? Because a crisis is a classroom. It's an invitation to innovation you might not have planned for, but definitely need. Join New York Times Bestselling author Jon Acuff as he shares practical steps and inspiring insights to help your team navigate this brave new world.

We all get to make a choice. Every day our team members and our communities are counting on us to make the right one.

Pivot, don't panic.

- **Beyond the Pivot: The three best tools the best teams are using to build the new future.**

For months, the word "pivot" was the most popular word in the virtual halls of every successful company. It spoke to the need to quickly respond to an unexpected crisis. It promised a quick solution to a challenge that would last for weeks, months or at the longest a whole quarter. But the challenge was not temporary, it stretched beyond our expectations and a new solution was

needed to build the new future. The best companies looked beyond the pivot and developed three tools that will steer them on the road ahead.

#### Endurance

The greatest part of a crisis is that it invites us to learn lessons about ourselves, our company and our services in ways we might not have otherwise. The best teams will emerge with new skills, new opportunities and new markets, but only if they deliberately build endurance. It starts with asking the right questions such as, "How quick is your quit?" "Who are you doing this very difficult job for?" And, "What's on the other side of this challenge?"

#### Flexibility

In 2019, we thought we lived in a "digital world." In 2020, we discovered what that really meant. From transitioning warehouses full of customer service technicians to an at home work force to mastering the art of curbside service, the best teams have mastered a flexibility that makes yoga masters seem stiff. The key isn't just developing fresh expertise but also finding creative ways to expand your existing expertise to new mediums. You must eliminate entitlement, encourage experimentation and have the, "Mindset of a tourist."

#### Compassion

The small ways you serve customers today are worth a hundred times what they were six months ago. Why? Because crisis magnifies kindness. Isolation has not reduced our need for community and connection, it's multiplied it. The best teams know that if they'll invest in their customers, coworkers and themselves with intentional compassion they will lay a foundation that serves them for years to come.

The future is bright, but it must be built.

If you're ready to learn practical, actionable ways you can increase the endurance, flexibility and compassion your team employs, talk with New York Times Bestselling author Jon Acuff. He's spent more than 20 years helping the best companies in the world, like The Home Depot, Viacom, FedEx and Walmart thrive in uncertain times.

Let him show you what it takes to move beyond the pivot.

- **From Start to Finish: How to Give Yourself the Gift of Done.**

According to a study conducted by the University of Scranton, 92% of resolutions fail. That's a staggering number considering how important goals are to companies. You actually have a greater shot of getting into Julliard in New York City to be a ballerina than hitting your next sales goal.

Or your next budget reduction.

Or your next service rollout.

In every element of your work, goals matter. What if we could do some simple things to improve how often we finished what we started? What if we could complete the incomplete projects and tasks? What if we could get more done in a world of bottomless opportunities and endless distractions?

New York Times Bestselling Author Jon Acuff says you can. How does he know? Research, research and more research!

Jon suspected goal-completion was not luck or genetics. So, he commissioned a study with assistant professor Mike Peasley, PhD to test what it takes to turn a chronic starter into a consistent finisher. The research team analyzed 900 people over a six-month process as they worked on goals. The study resulted in a #1 Wall Street Journal Bestseller titled "Finish" and principles Acuff has taught to teams such as Walmart, FedEx and Nokia.

The good news is, you can learn to finish. It's not a natural talent some people have and others do not. It can be taught.

Ever have an employee, team member or department almost finish something? Every wished you could complete more of the things you care about? It's time to learn what it really takes!

Starting is fun, but the future belongs to finishers.

- **Do Over: Investing in the 4 Things that Every Great Business Needs to Navigate Change**  
The rate of change gets faster and faster each day. Technology is changing, ask the Flipcam and Blockbuster. Careers are changing, ask graphic designers who seemingly overnight had to learn how to design for a new online medium. Whole industries are changing, ask the hoteliers who suddenly find one million new competitors via the room-renting app Airbnb. Value systems are changing, ask millennials, 45% of which care more about workplace flexibility than salary. Some companies will get stuck. When the New York Times asked, “Why didn’t Kodak create Instagram?” they were commenting on how easy it is for even successful companies to get crushed by the waves of change. Other companies will thrive amidst the turbulence. Change is upon us and depending on how you approach it, it can be either overwhelming or an opportunity. The key is to see it for what it really is, a Do Over, a chance to reset. And if you want to navigate a Do Over, the best leaders in the world, running small businesses to massive corporations, know it takes four investments: Relationships, Skills, Character and Hustle. The good news is, your business and your employees already have everything they need to make the best of a Do Over.  
In fact, you’ve had it for years.  
Sound like marketing hype? It’s not.  
You already have each of those four critical investments, now it’s time to amplify them and apply them in a new way.  
Why? Because your business is going to experience four real seasons of change:  
You will hit a Ceiling and get stuck, requiring sharp skills to free yourself.  
You will experience a Bump, unexpectedly running into a difficult market, requiring strong relationships to survive.  
You will make a Jump, requiring solid character to push through the chaos launching something new always stirs up.  
You will get a surprise Opportunity you didn’t see coming, requiring dedicated hustle to take advantage of it.  
The good news is there are only four types of change you will face as a company. The great news is that there are simple, practical ways to get the most out of each.  
Change is coming for all of us.  
Get ready.  
Get working.  
Get stuck-proof!

- **Hustle and Empathy: Two Surprising Sides of Sales**  
Connectivity has changed selling in some wonderful, terrible ways.  
On the one hand, you have access to more people and opportunities than ever before in the history of mankind.  
On the other, free music, free apps and free content are teaching consumers to expect the world for free. Buyers can also price check products with one search, make a snap second decision based on one negative review and find a thousand of your competitors on Google.  
How do you adapt to the new world of sales? How do you launch fresh services, grow existing accounts and develop new relationships with future clients?  
The answer is surprisingly simple – you sell with hustle and empathy.  
Empathy is understanding another person’s need and acting upon that knowledge. While simple, it requires intentionality, active listening and a plan of action.  
Hustle is the application of your empathy. It is an act of focus, not frenzy. And concentrated hustle fills the needs of clients in an impactful way.  
Two times New York Times bestselling author Jon Acuff teaches his proven approach to selling. With humor and relevant cultural insight, Jon will transform your attendees’ views of selling and give a fresh, new view of sales performance.

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