



Mel Robbins

Award-winning CNN commentator, internationally best-selling author and host of The Mel Robbins Show

Mel Robbins is a top motivational keynote speaker, award-winning CNN commentator, bestselling author, and one of the most booked motivational speakers in the world. Her inspirational book *The 5 Second Rule* is an international bestseller.

Mel's biography

About Mel Robbins

Mel Robbins is the international best-selling author of *The 5 Second Rule* and four #1 audiobooks on Audible. Her online courses about confidence, courage, and [mindset](#) have been taken by more than half a million students. The first print run of her science backed [productivity](#) planner, *The 5 Second Journal*, sold out worldwide within minutes. She's one of the most booked motivational speakers in the world and is the CEO of a media and digital learning company serving a global consumer audience and Fortune 500 brands.

In 2020, she launched a nationally syndicated daytime talk show, *The Mel Robbins Show*, with Sony Pictures Television. Her work on behavior change has been translated into 36 languages and is being used by veterans organizations, pediatricians, and other medical professionals in clinical settings, and by top [brands](#) like Starbucks, JP Morgan Chase, and Microsoft to inspire organizational transformation. Her social media platforms [inspire](#) more than 60 million people every month and her TEDx Talk is one of the most popular of all time, with more than 25 million views.

She is sought after for her authentic, no-nonsense approach and ability to connect with and create meaningful change in people's lives. Mel lives in Southern Vermont with her husband of 24 years and their three kids, but she remains a Midwesterner at heart.

Mel's talks

- **The 5 Second Rule – Achieve Break Through Performance In Your Career and Life**

Imagine if you had a secret weapon that helped you beat procrastination and self-doubt. What if you had the confidence and courage to take action and share your ideas with conviction? You'd be unstoppable.

In her globally praised TEDx talk, best-selling author, entrepreneur and social media influencer, Mel Robbins introduced the world to the science-backed secret to change—The 5 Second Rule. Over 17 million views later, The 5 Second Rule has become an international best-selling book translated into 36 languages, the #1 Audiobook in the world and a life-changing global movement inspiring people to quit procrastinating, become more courageous, accomplish goals, and change for the better.

Mel has used The 5 Second Rule to transform her own life. Since discovering and implementing The 5 Second Rule, Mel has become the most booked female speaker in the world, an award-winning legal analyst for CNN, an internationally acclaimed best-selling author, and the CEO of a media company that inspires more than a million people each day.

With riveting videos, case studies, compelling research, and hilarious personal stories, Mel will recount the deeply relatable and remarkable story of The 5 Second Rule and the power of five-second decisions. She will demonstrate how this rule has helped people, teams, and businesses around the world change for the better. And, through audience interaction, she'll show you how to use the Rule so you can also achieve your goals.

This is a life-altering speech filled with groundbreaking insights and a tool for action that is critical for selling, leadership development, innovation, and success. Mel will present the secret to HOW we change behavior, HOW to take smart risks, HOW you bring out the best in your team, and HOW to create the results that we covet at work and in life.

You'll walk out of this experience with tools you can bring to back to your team, your family, and your life—and you'll leave feeling inspired, empowered, and able to take action.

Learning Objectives:

- Discover the secret to increasing productivity, confidence and courage.
- Master The 5 Second Rule.
- Leverage the science of habits to create immediate behavior change.
- Practice higher brain function that enables breakthrough performance.
- Understand how five-second decisions change your life and business.
- Be inspired and uplifted to reach your potential.

- **FROM SUCCESSFUL TO SATISFIED: How To Become The Leader You Want To Be**

Leaders at every level have to deal with a sobering reality: the world has changed more in the last five years than in the last fifty. What worked in the past, will often fail with customers and colleagues today and you must achieve more with less time, less resources and higher stakes. Plus, the more successful you become, the harder it is to change.

In this motivational experience, Mel will explain how rapid change has impacted your role as a leader and guide your audience through the process of identifying key areas and opportunities to raise their professional game.

Mel utilizes social science research, peer-to-peer coaching exercises, audience interaction and captivating videos to teach your audience what it takes to move from being merely successful to being deeply satisfied with work, life and the impact you make in the world.

You'll leave this motivational experience with key objectives for professional and personal growth, and the knowledge and inspiration to become the leader you want to be.

Learning Objectives:

- Identify key areas to raise your leadership game.
- Practice peer-to-peer coaching.
- Discover the three traps every leader faces.
- Examine the true power of feedback.
- Learn the secret to driving engagement and satisfaction with your team.
- Takeaway the action steps necessary to create lasting behavior change.

- **HOW WOMEN LEAD: The Exciting New Science Behind Women, Success and Work**

Women may outnumber men in college, graduate schools and the workforce, but we continue to make critical mistakes that hamper our success in business. Companies across the world recognize the need to empower women leaders, but will we seize the opportunity and be able to change?

Armed with surprising new research, original videos and tactical advice, Mel Robbins will teach women executives what they need to know to raise their hand and participate, raise their voice and be heard, and raise their professional game and be rewarded.

Yes, bias is real, but the greatest forces stopping women today are often self-imposed. This enlightening and highly interactive speech will help women raise their professional games and compete for their dreams.

Learning Objectives:

- Demonstrate how to adopt a “Contender Mindset”.
- Explore Visible vs. Invisible Work.
- Introduce the 3 Essential Questions -Women Leaders Must Ask.
- Illustrate the Importance of Half-baked Ideas, Failure and Imperfection.
- Discover the power of “being a fan”.
- Learn the New Principles of Success.

- **COMMUNICATION: The Secret To Getting People To Listen, Care and Take Action**

We live in a very distracted world where it gets harder every day to get other people to pay attention and take action. You’ll only cut through the noise if you understand the secret to getting people’s attention and inspiring them to care and take action. As one of CNN’s most popular On-Air Commentators and Opinion Writers, Mel has mastered the art of attention grabbing and how to make someone care and influence what actions they take. In this provocative talk, Mel reveals the relevant drivers of human behavior, intriguing research and data outlining what people pay attention to online, and the new power dynamic at play. She’ll give you the surprising insights and strategies you need to become effective influencing the different personalities on your team, your customers, your spouse and your kids.

This is an eye-opening motivational experience that will help every type of audience become more effective and masterful communicators.

Learning Objectives:

- The powerful role listening plays in effective communication.
- Peer-to-peer communication exercises.
- How the selfie has changed psychology and influence.
- Discover how online behavior can improve your offline communication.
- Learn how to package your ideas to break through the noise.
- Explore the rise of “click baiting” online and what it means for offline communication.

- **INFLUENCE: The New Rules Of Coaching High Performance Teams**

What does the rise of the “selfie” have to do with developing and managing teams? A lot. The world has changed profoundly and so has the psyche of your teams. To be an effective leader, you have to master and understand the powerful new drivers of human behavior.

Armed with the most recent research in the field of human behavior and technological advancements, Mel will explain how the “democratization of information” has changed the rules of influence. She’ll guide your audience through these new rules to help them become more

effective leaders.

Mel will leverage your audience to demonstrate coaching exercises and breakthroughs, live. She'll use videos and breaking news as a device to teach leaders how to use coaching to increase employee engagement, performance and satisfaction. Your audience will leave this experience excited to hit the ground running and empowered to be a better coach and more effective leader of their teams.

Learning Objectives:

- Explore The Difference Between Being the MVP and the Coach.
- Learn the new rules of influence.
- Introduce 3 Behaviors Every Manager Must Eliminate.
- The Importance Of “what” not “how”.
- Discover the power of “being a fan”.
- Practice peer-to-peer coaching exercises.

- **SELLING - The New Science On Selling In The Information Economy**

In this fascinating talk, Mel reveals how the “Information Economy” has fundamentally changed the rules of selling in three significant ways. With the latest sociological research and case studies specific to your industry, Mel will teach your audience how living in a multi-screen world, with the web at our fingertips has completely shifted the selling cycle, the customer psyche and the role of a salesperson. To sell big your audience must understand how the democratization and accessibility of information has changed the rules of influencing behavior. Mel uses custom videos and real-time breaking news as essential educational tools and leverages audience participation to reveal how power and fear play a crucial role in guiding a customers' journey from consideration to close. Mel will teach your audience how to exploit the changing sales environment to accelerate effectiveness – instantly.

In today's world, we are all responsible for influencing behavior and this eye-opening motivational experience will help all audiences become more masterful at influencing people in all aspects of life

Learning Objectives:

- Discover how the democratization of information has fundamentally changed sales.
- Explore the shifting dynamic of power in selling.
- Examine the new research on the buying cycle in your industry.
- Learn how to influence the new mindset of customers.
- Practice peer-to-peer selling exercises.