



Ben Crowe

In a world crying out for purpose, connection, confidence and perspective, Ben is arguably one of the most important and inspiring speakers of our time.

As NIKE's former International Director of Sports Marketing, Ben worked with some of the world's most famous individuals, including Andre Agassi and NIKE CEO Phil Knight.

Now as a leadership mentor, life coach and adviser, Ben works closely with business leaders, Federal Governments, coaches & athletes across the globe explaining how authenticity, vulnerability and

storytelling can create not only an amazing culture and competitive advantage – but also create a life that balances achievement with fulfillment.

As a renowned expert in connection and storytelling, Ben will take you on an inspiring and unexpected journey to discover the quirky and counter intuitive principles behind successful teams and leaders - unpacking authenticity, vulnerability, connection and storytelling.

Ben explains the power of purpose using stories from some of the world's most successful organisations, teams and athletes, and explains how a counter intuitive focus on gratitude, humility and humour can help achieve peak performance, avoid the distractions that typically sabotage performance and balance achievement with fulfilment.

Using story to highlight the principles of “Connection” mindset, Ben explains how to embrace vulnerability, imperfection and selfworth, and will challenge you deeply about your own perspectives towards themes such as:

- Expectation vs Appreciation
- Resume virtues vs Eulogy virtues
- Extrinsic motivation vs Intrinsic motivation
- Achievement vs Fulfillment
- I vs WE

Ben also shares the High Performance principles behind some of the world's most successful organizations, having worked closely with business leaders across the globe, including Toyota, Facebook, Ernst & Young, Telstra, Lexus, NIKE, and almost every sports organisation in Australia and overseas, and how to focus our attention to avoid the distractions which typically sabotage performance.

