VIP DIGITAL WORKBOOK

MOLLY FLETCHER'S

BETTER YOU SUMMIT



Unlock Your Potential, Fuel Your Purpose,
and Achieve Sustainable Success!

SPEAKER #1



MOLLY FLETCHER

Molly Fletcher, one of the most sought-after keynote speakers in the world, is a 6x author, thought leader and former sports agent (who represented greats like Hall of Fame pitcher John Smoltz, PGA TOUR golfer Matt Kuchar, broadcaster Erin Andrews and basketball championship coaches Tom Izzo and Doc Rivers).

"Dynamic Drive isn't about what you achieve, but who you become."

Key Learnings:

- Dynamic Drive is about aligning your goals with your deeper purpose and values
- Focus your energy on what matters most. Misalignment between your efforts and your values leads to burnout
- Curiosity is the antidote to complacency and sustains your drive by opening up new opportunities and ideas
- Stepping out of your comfort zone is the key to unlocking your potential

More from Molly:
Website
New Book Dynamic Drive
Instagram

SPEAKER #2



DAMON WEST

Damon West is a keynote speaker and bestselling author of several books including the global hit, "The Coffee Bean." His clients include Fortune 100 companies, NFL and NBA teams, and dozens of Division One college athletic programs.

"The best version of you is on the other side of whatever adversity you face in life."

Key Learnings:

- Remember to be a coffee bean! Life is like a pot of boiling water: you can either get soft like a carrot, hard like an egg or transform the water into coffee like a coffee bean
- Your world is changed from the inside out, not the outside in.
- Go BIG - Being in Gratitude
- Rules for being a coffee bean:
  - Positive Body Language
  - Work on yourself every day
  - Servant leadership
  - Your past does not define you

More from Damon:
Website

SPEAKER #3



JAMIE KERN LIMA

Jamie Kern Lima is the Co-founder of IT Cosmetics, a company she sold to L'Oreal for $1.2 Billion, becoming the first female CEO in L'Oreal's history. She is also the New York Times bestselling author of WORTHY and BELIEVE IT as well as host of the #1 Self-Improvement Podcast (ranked by Apple), The Jamie Kern Lima Show.

"You cannot out succeed your self-worth."

Key Learnings:

- How to prevent burnout: Separate your ambition from your calling
- When we raise our self-worth we raise everything around us
- Building self-worth builds ambition
- Authenticity alone doesn't guarantee success, but inauthenticity guarantees failure
- Whenever you're doubting you're enough or someone else is, remember, you're not crazy you're just first

More from Jamie:
Website

SPEAKER #4



TRENT SHELTON

Trent Shelton is a former NFL wide receiver, bestselling author of multiple books and considered one of the most impactful speakers of this generation.H e reaches over 60 million people weekly through hard hitting videos and unprecedented engagement.

"Resistance doesn't break you; resistance builds you."

Key Learnings:

- Most people are just watchers; be a worker
- You are a choice away from living a legendary life
- When you hit a breakdown point in your life you can break or break through
- You are only a failure when you quit
- What are you doing it for? Let your purpose fuel your resilience
- If you want to make an impact you have to be able to take and understand resistance

More from Trent:
Podcast

SPEAKER #5



GREG MCKEOWN

Greg McKeown is the New York Times bestselling author of multiple books that together have been published in 37 languages. McKeown is one of the most sought-after public speakers globally and has spoken to over 500 companies while traveling to more than 40 countries. His clients include Apple, Google, Microsoft, and Nike.

"Easy is not the same as lazy."

Key Learnings:

- The 10x Dilemma - Maximal effort does not equal maximum results. Optimal effort equals maximum results
- 85% Rule - To succeed with burnout 85% lower effort and 15% push forward each day
- If you max out today you have nothing left to deal with tomorrow
- Power Half an Hour:
  - Done for the Day List: Answer what, so what, now what, then write priorities
  - Done for the Day Time

More from Greg:
Website
Less But Better Course

SPEAKER #6



KAT COLE

Kat Cole is the CEO at AG1 (formerly Athletic Greens). From her start working as a hostess to leading some of the world's best-known food brands, Kat Cole provides insight and perspective on what it takes to create and lead successful teams, drive innovation and growth, lead with heart and sustain excellence.

"Don't forget where you came from, but don't you dare let it solely define you."

Key Learnings:

- Stay close to the action, use the stop, start, do differently exercise for gathering feedback
- Career Change Framework: Financial, Purpose and Capabilities
- Monthly Check-Ins with Family and Team
- Hotshot Role Exercise: Think about your role (career, or role in family) then think about someone you admire and ask yourself, "What is one thing they would be doing differently in my role?" Take action within 24 hours

More from Kat:
Follow Kat on Instagram

SPEAKER #7



JON GORDON

Jon Gordon is one of the most influential and sought after leadership authors and speakers today. He's a consultant to numerous leaders, CEO's, NFL, NBA, and MLB Coaches, championship teams and high performers and an inspirational teacher who has helped millions of people have a more positive mindset. He is the author of 30 books including 17 best sellers and 5 children's books.

"The thoughts you think and the words you say become you."

Key Learnings:

- Negative thoughts lower your state of mind and create clutter. Overthinking is always associated with negative thoughts
- Negative thoughts separate and divide us
- Every hero must turn negativity into positivity to win the battle
- Talk to yourself, don't listen to yourself
- Take daily gratitude walks
- Tune into a positive frequency
- PRAISE: Praise, Repent, Ask, and Yield

More from Jon:

- Website
- 7 Ways to Elevate Your Mind

SPEAKER #8



CARLOS WHITTAKER

Carlos Whittaker is bringing hope to humans all over the world. And he's pretty good at it: he's an author, podcaster, and global speaker backed by the power of a massive Instafamilia, his enthusiastic social followers who tune in daily to join forces with Carlos to find connection, do good, and be in community.

"The power of presence is something we have lost."

Key Learnings:

- The speed at which we move makes us more present or less present
- We've lost the ability to wonder. Turn off Siri and explore the world again
- Turn off your phone notifications
- Get an alarm clock. Don't sleep with your phone next to your bed
- Limit the number of screens in your life. Consider getting a newspaper subscription
- The way to a better you is to slow down and be more present

More from Carlos:
Join the Instafamilia
Carlos' New Book

SPEAKER #9



MAHA ABOUELENEIN

Maha Abouelenein is the CEO of Digital & Savvy, a strategic communications consulting firm. A sought-after strategist and speaker, Maha is an expert on personal branding, reputation management and the transformational power of storytelling. She is the former head of Global Communications & Public Policy at Google and founding managing director of Weber Shandwick.

"No one is going to put you on the top of their priority list like you can."

Key Learnings:

- Rules of Self-Reliance:
  - Stay low, keep moving. You're going to have distractions, be focused on your goals
  - Be a value creator. Make deposits and trust banks
  - Don't be a waiter, be a creator
  - Unlearn, relearn and invest in yourself
  - Strong reputation
  - Be a long-term player
  - No Regrets

More from Maha:
Website
Maha's Book

SPEAKER #10



ERIC THOMAS

Eric Thomas, part coach, part preacher, all grind, is one of the world's best known motivational speakers. In addition to reaching millions on YouTube and being a New York Times bestselling author, he works with many top businesses, the NFL, the NBA, the NCAA, and dozens of individual teams and players, as well as schools and prisons across the country.

"The better you is waiting on you."

Key Learnings:

- Victim vs. victor mindset shift
- Be intentional and deliberate. Success is achievable, but requires deliberate action
- Steps to a Better You:
  - Find a coach/mentor
  - Identify and Fill the Gaps
  - Grow - push through the challenges and be disciplined
- Refuse to settle for anything less than your best self because you owe you.

More from Eric:
Website

SPEAKER #11



PAULA FARIS

Paula Faris is the founder and leader of CARRY Media, an organization that advocates for moms in the workforce. She is an award winning journalist, speaker and bestselling author, most recently penning "You Don't Have To CARRY It All: Ditch The Mom Guilt and Find a Better Way Forward" and "Who Do You Want To Be When You Grow Up".

"The success isn't in whether it succeeds or fails—it's in whether you went for it."

Key Learnings:

- Avoid finding identity solely in career achievements; focus on who you are outside of work
- Align personal values with daily choices to prevent burnout and ensure fulfillment
- Embrace life's different seasons, using your unique strengths in every phase
- Take action despite fear, focusing on the best outcome rather than worst-case scenarios

More from Paula:
Website

SPEAKER #12



JOHN C. MAXWELL

John C. Maxwell is a #1 New York Times bestselling author, coach, and speaker who has sold more than 31 million books in fifty languages. He has been identified as the #1 leader in business by the American Management Association® and the most influential leadership expert in the world by Business Insider and Inc. magazine.

"Your future is as bright as your commitment to personally grow today."

Key Learnings:

- True success begins with understanding and discovering your life's purpose. Without purpose, you're wandering aimlessly
- Growth is intentional, not accidental
- Passion + Strengths = Purpose
- Success focuses on personal achievement, but true significance is about sowing seeds that benefit others. Fulfillment and joy come from serving others.

More from John:
Website