



EXTREME YOU

SARAH ROBB O'HAGAN
KEYNOTE SPEAKER



WHY

Our culture has shifted.

In a world of perceived perfection, accolades before experience, and fear mongering around failure our society has increasingly been teaching conformity as the road to success.

We reject this notion.

We believe there is massive potential to be unlocked in the world when we inspire people to be their most extreme selves.



WHO

MEET BUSINESS SUPERSTAR SARAH ROBB O'HAGAN

- The woman who became **President of Gatorade**, a \$5BN Global Business at the age of 38, and turned the brand from a declining sports drink to a sports nutrition innovation powerhouse
- One of Fast Company's Most Creative People in Business
- An Ad Age Woman to Watch
- One of Forbes Most Powerful Women in Sports
- The former **President of Equinox** who transformed the business from a bricks and mortar gym, to an "always on" technology driven brand for fitness junkies.
- A powerful leader who held major roles in such iconic brands as **Nike, Virgin** and **Atari**

WE KNOW HER AS THE ASS KICKING SELF DESCRIBED "EPIC FAIL" @EXTREMESRO

- The girl that never made the team in high school
- The aspiring marketer that got fired twice in her twenties and nearly got deported from the USA
- The badass executive who uses the insights of sports and fitness with afternoon disco dance parties to bring out the best in others!



TO BE EXTREME

Sarah Robb O'Hagan believed she was destined to be a champion. Trying her hand at sports, music and theater she learned she wasn't a natural superstar. Yet she wanted to have impact, to make a difference. But how? After a few early successes, a number of epic failures, plenty of self-reflection, and myriad conversations with high performers, Sarah found greatness and turned her passion into a career.

Making her way up the corporate ladder to become an executive at Virgin Atlantic, Nike, Gatorade, and Equinox—as well as a wife, mother, and endurance athlete—she picked up a thing or two about what separates stars from the rest of the pack. Yes, talent matters. So does a strong work ethic. But even more so, superstars learn when to stand out and when to fall in line. They know how to make the most of their unique strengths, when to buck convention, and how to pivot off of failures, get over their weaknesses and reach new levels of success.

In every challenging situation, personal or professional, individuals face the pressure to conform to the accepted norms. But doing so comes with heavy costs: passions are stifled, talents are ignored, and opportunities are squelched. The other, bolder choice, is to embrace what Sarah calls Extreme You: to confidently bring all that is distinctive and relevant about yourself, to everything you do. You'll achieve more if you're willing to step up—and out—of line.

Inspiring, surprising, and practical, *Extreme You* is her training program for becoming the best version of yourself, your team or your company.

THE BOOK

- **EXTREMEYOU** being released in April 2017, and published by **HarperCollins**, outlines a fresh approach to discovering and exploiting the unique potential that exists inside every one of us.
- The book introduces a methodology backed by substantial research through the inspiring stories of Sarah and her band of highly accomplished **EXTREMERS**
- Funny, dramatic and self deprecating - the book is loaded with epic fails and triumphant rebounds, **EXTREMEYOU** will take you on a fantastic journey to discovering a higher version of yourself.
- EXTREMERS who have participated in the book include:
 - **Condeleezza Rice** (Former Secretary of State)
 - **Bode Miller** (Greatest American Skier of All Time)
 - **Mister Cartoon** (Acclaimed Tattoo Artist)
 - **Sage Steele** (Sports Anchor for ESPN)
 - **Alli Webb** (Founder of Dry Bar)
 - **Angela Ahrendts** (SVP of Retail at Apple)
 - **Will Dean** (Founder of Tough Mudder)
 - **Mark Gainey and Michael Horvath** (Founders of Strava)
 - **Alberto Perlman and Alberto Perez** (Founders of Zumba Fitness)
 - **Angela Lee Duckworth** (Psychologist and Author).



KEYNOTE SPEAKER

Sarah's talks are a highly energetic and entertaining challenge to audiences to disrupt themselves to reach their highest potential.

“Get Out Of Line”

A great talk for entrepreneurs and their teams - Sarah breaks down a methodology for finding a unique positioning in the market and making bold moves to leap frog competitors.

“Make Failure Your Fuel”

This highly entertaining and motivating talk shows audiences of all ages how to overcome fears, get bolder at taking risks and turn failures into the fuel of future successes. Sarah draws on examples from the worlds of sports and business as well as her hilarious personal experiences of getting fired to prove her case.

“The Specialist Team”

In this talk, Sarah explains the vital importance of narrowing your focus but diversifying your team on the road to innovative thinking and sustained performance.

“Reframe The Game”

How to stay ahead in a fast paced competitive landscape. For entrepreneurs and Fortune 500s alike, Sarah shares many case studies and examples from her extensive resume leading innovation and transformation in some of the world's most iconic companies.



THE CHATTER

“Fantastic, engaging speech and presentation. What struck a chord was how she talked us through her experiences in a very real way, not glossing over the negatives.”



“What a superstar! Her ability to share high-profile business results to the group was brilliant. She’s a very impressive human being. She was very friendly and approachable. We were especially impressed with how she interacted with our attendees both before and after the presentation, including personally responding to social media mentions.”



“Sarah was really inspiring her whole talk was just amazing. She had great insights into how to capture the attention of the audience by intimately understanding consumers.”



“Sarah was a TOTAL rockstar. I want her to be my mother. Or to be a mother like her. Or just be like her in general. She was amazing. The point around using failure as fuel certainly resonated with me in light of last semester’s mess of a recruiting season.”



“She lit up the room like the 4th of July. The audience was just so receptive and complimentary of her performance, it’s almost scary. The rest is history like they say. To ask if we were happy with the talk is actually modest. I’d describe it more as ecstatic!!



"She was amazing!!! We could not be more pleased. Thank you so much!"



BIOGRAPHY

@ExtremeSRO



AdAge Women to Watch

CRAIN'S 40 UNDERFORTY

Forbes

MOST POWERFUL WOMEN IN SPORTS

SportsBusiness DAILY GLOBAL JOURNAL
FORTY UNDER 40
Hall of Fame

Executive, activist and entrepreneur, Sarah Robb O'Hagan is described by the media as everything from “Superwoman undercover” to the “Queen of the Jocks”. Named among Forbes “Most Powerful Women in Sports” and recognized as one of Fast Company’s “Most Creative People in Business” Sarah is an internationally recognized re-inventor of brands, but if you ask Sarah, she’ll say she’s in business to help individuals and teams achieve their potential.

Sarah’s career includes leadership roles at some of the world’s most iconic brands – including Virgin, Nike, Gatorade, and Equinox the world’s premier fitness lifestyle company, where as President she led the transformation of the business from bricks and mortar health club to an “always on” fitness lifestyle partner heavily enabled by technology and proprietary content through the creation and launch of the editorial content platform “Furthermore from Equinox”.

Prior to Equinox Sarah served as Global President of Gatorade where she was widely known for transforming the business from a declining sports drink into a sports performance innovation company serving nutrition solutions to athletes of all levels.

Sarah’s career in the sports industry began at Nike where she was a key member of the team that launched the game changing innovation called Nike Plus, in collaboration with Apple.

Sarah started her career in the airline industry as a marketing executive at her country’s national airline, Air New Zealand. In the early 90s she moved to Virgin Atlantic Airways where she became known for her breakthrough marketing campaign in collaboration with the Austin Powers movie where she rebranded the airline “Virgin Shaglantic” for a number of weeks, launched the world’s largest internet “event” for its time, and turned a 747 into a flying showcase of the entire initiative.

Throughout her career Sarah has been recognized for her many achievements. Recent honors include being named among *Forbes* magazine’s “Most Powerful Women in Sports” (2015 and 2009), being designated one of the “Most Creative People in Business” by *Fast Company* (2012), and being named to the top 40 Under 40 lists by the *Sports Business Journal* (2009, 2011, and 2012), *Sports Goods Business* (2010), and *Crain’s Chicago Business* (2010). and *Ad Age* magazine’s “Women to Watch” (2010). In 2014 Sarah was awarded the Sir Peter Blake Trust Award for outstanding leadership.

PRESS ROOM HIGHLIGHTS



SARAH ROBB O'HAGAN
MOST CREATIVE PEOPLE IN BUSINESS



SARAH ROBB O'HAGAN
THE ROLE IMAGINATION PLAYS IN INNOVATION

EXTREMEYOU
NEW VENTURE TO HELP YOU REACH YOUR POTENTIAL

EXTREMEYOU
PREPARE TO UNLEASH YOUR INNER EXTREMER



SARAH ROBB O'HAGAN
PROFILE

SARAH ROBB O'HAGAN
ON THE TOPIC OF POWER



SARAH ROBB O'HAGAN
THE IMPORTANCE OF FAILURE

SARAH ROBB O'HAGAN
WHAT YOU LEARN FROM GETTING FIRED!



SARAH ROBB O'HAGAN
LESSONS FROM THE WORKPLACE