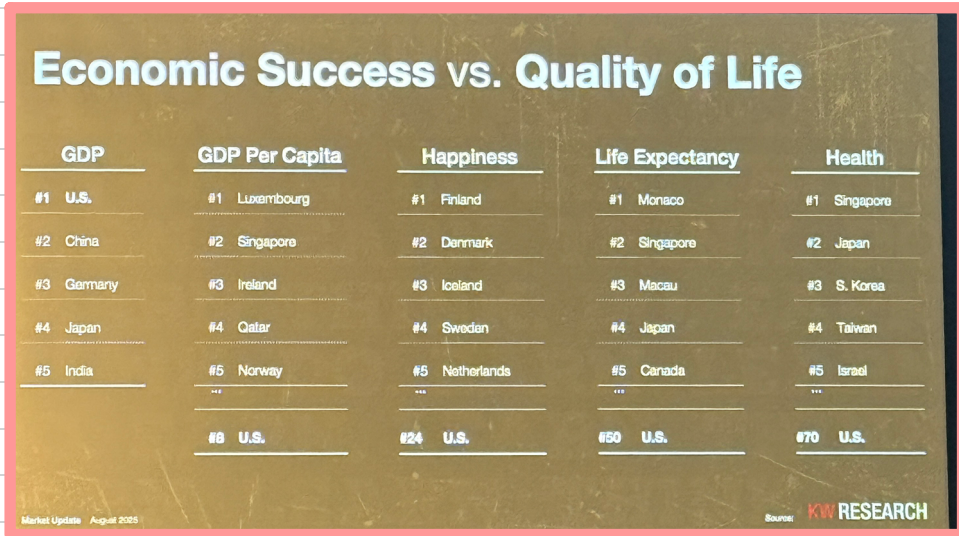




CEO Summit
2025

Gary Keller, Jason Abrams, Jay Papasan



USA is #1 in GDP but #24 in happiness, #50 in life expectancy, and #70 in health
What does it matter if you ain't enjoying it?

Liz Bohannon

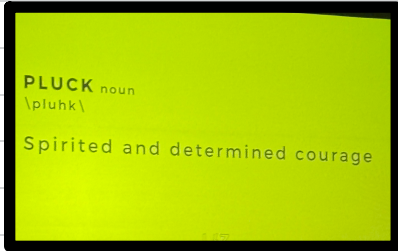
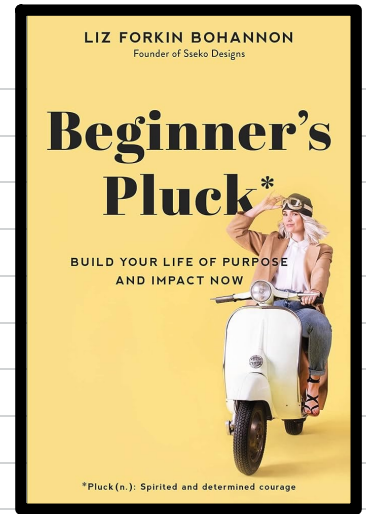
FOCUS: COMMUNITY

She shared her story with a group of other entrepreneurs
Started others to share theirs

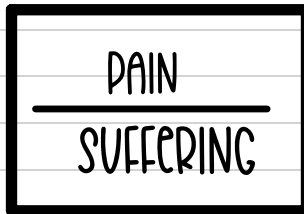
INTERPERSONAL NEUROBIOLOGY

Key for human interpersonal connections

We need one another sharing stories to learn and grow



When you fail you can have a "plucking up" funeral



Suffering corner from being alone in the pain

70% of leaders feel lonely at some point

Epidemic of loneliness and isolation - 2023 US surgeon General



There is a delta between what you Think and what you should do

Community can't be consumed, it can only be created

~~Dream big~~



Dream small

Big dream energy for the small dreams.

It's our small dreams taken serious and launching into the next thing - driving force

PRINCIPALS OF COMMUNITY

If we believe it takes a village, you need to learn to make a village

Second step **Rhythms: commitment and consistency**

First step **Initiative**

Third step **Communication (IRL)** THIS INCLUDES HARD CONVERSATIONS

Fourth step **Help! (interdependence and vulnerability)** ALLOW YOUR FRIENDS TO SHOW UP FOR YOU TOO

IF YOU DON'T DATE IT, YOU WON'T CREATE IT

It isn't rocket science to create community

ON THE OTHER SIDE OF OUR FEAR OF BEING HURT IS THE SECURE CONNECTION WE DESIRE & NEED.

YOU HAVE TO REMEMBER YOU ARE NOT ALONE

What is something you don't often (or ever) share with others out of fear of being a burden.

WHEN WE SHARE OUR JOY,
IT MULTIPLIES

WHEN WE SHARE OUR BURDENS,
THE WEIGHT DIVIDES

You are not made to
carry the weight on
your own

TAKEAWAYS

One of the most powerful thing a leader can do is create community outside of the work place

THEY GET MY WORLD BUT THEY AREN'T IN MY WORLD.

Don't be afraid to go first.

Name the things you don't usually bring up

Intentionally elevate asking just as we elevate giving

Invite people to help and make the ask around a contribution

**NOTHING CHANGES UNTIL
THE THINGS THAT ARE LEFT
UNSAID ARE SPOKEN**

Reflective Listening

(cheat sheet)



Step One: Initiate

(The speaker initiates the conversation with the listener.)

⚡ I have a concern about _____. Would you be open to talking about that now? If not, is there a good time we can connect?

⚡ I really love/appreciate how you _____. However, I'm feeling misunderstood about _____. Can we talk about that?

(If the listener says no, ask about scheduling a better time for the conversation. If the listener say "yes," the initiator may continue by using "I" statements to discuss your concern. Bonus points if the initiator can use words to describe feelings, not just opinions or thoughts.)

Step Two: The Listener Clarifies and Validates

(HINT! Your goal is to simply keep your conversation partner talking. This is hard, but you can do it!)

⚡ Can you tell me more about that?

⚡ Can you tell me more about how that made you feel?

⚡ That sounds really painful.

⚡ Is there anything else you'd like to share?

Step Three: Listener Reflects and Summarizes

⚡ What I hear you saying is: (Reflect back to your partner a summary of what they have shared.) Do I have that right?

⚡ Continue this step until your partner feels understood. If this answer is no, continue with clarifying. When the answer is yes, proceed to step four!

Step Four: Moving Forward

(Check yourself. Are you being defensive? Keep this focused on your partner, their experience & needs.)

⚡ I can see how I have contributed to this problem, but I'm unsure what to do. Can you tell me more?

⚡ If I could have a do-over in this situation, here is what I would do:

⚡ I really see how this happened. I recognize that I hurt you and I am sorry. Would it be helpful to hear what my intent was?

⚡ I'd love to make this better. Do you want to share any ideas or hopes about how we can move forward?

Dr. Josh Axe

FOCUS: PHYSICAL HEALTH

HEALTH IS BODY,
MIND, AND SPIRIT

RAPID AGING

Stress, lack of sleep, poor diet, little movement, and toxin overload are keys
Meant to live 120 years but average life expectancy is 120 years

4 KEYS TO HEALING + LONGEVITY

- Reduce toxicity
- Optimize nutrients
- Increase cellular energy
- Personalize diet and medicine

TOXIN EXPOSURE

- Metabolic:** sugar, seed oils, artificial sweeteners
- Pathogenic:** mold, parasites, virus's bacteria
- Environment:** pesticides food additives, skin care heavy metals
- Mind:** vices, addiction, negativity

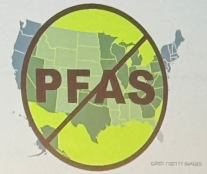
Top 5 Ways to Reduce Toxin Exposure

- **Filter Water** – Use reverse osmosis or carbon block; add shower filter.
- **Avoid Conventional Meat/Dairy** – Choose organic, grass-fed.
- **Switch to Non-Toxic Products** – Cleaners & personal care without parabens, phthalates, fragrance.
- **Ditch Plastics** – Use glass/stainless; never microwave in plastic.
- **Eat Organic "Dirty Dozen"** – Wash produce well.



Toxin Overload

- **PFAS** are so prevalent in modern society that 99% of Americans have them in their blood
- Over 80% of people in the United States has had recent exposure to **glyphosate**, according to recent biomonitoring studies
- The average American consumes a staggering 22 teaspoons of added **sugar** every single day



NUTRIENT DEFICIENCY

Foods on average have 40% less nutrients than 100 years ago

CELLULAR ENERGY

Your body has a battery (or trillions of batteries)

Mitochondria produce cellular energy to run your cells and organs.

PERSONALIZE YOUR PLAN

Everyone has unique dietary needs

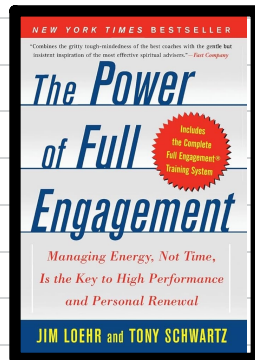
Listen to your body, eat for your symptoms, blood work and high level practitioner

SLEEP, STRESS, AND SPIRITUAL GROWTH

80% of doctors visits are stress related

We sleep 30 minutes less than in the past and a lack of sleep increases risk

Faith, childhood trauma, mindset, emotions, and positive thinking also have an impact on health



Anti-aging Exercise

Exercise that adds years to your life

- Tennis: +9.7 years
- Badminton/Pickleball: +6.2 years
- Soccer: +4.7 years
- Cycling: +3.7 years
- Swimming: +3.4 years
- Jogging (at slow slow): +3.2 years
- Weight Training: +3.1 years
- Walking: +1.5-3 years



Cardiovascular (heart, blood, prefrontal cortex)

Foods for Heart:

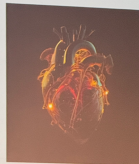
- Fatty fish, heart, red meat, leafy greens, berries, beets, pomegranates, tomatoes, red berries, walnuts, olive oil.

Herbs & Supplements:

- CoQ10, omega-3 fats, garlic, hawthorn, ginkgo biloba, magnesium, heart gland.

Activities:

- Aerobic exercise (walking, cycling), interval training (HIIT/VO2Max), meditation, strength training.



Immune (Inflammaging) (infections) (cellular)

Top Foods for Immune Health:

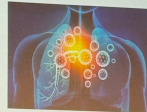
- Chicken broth, chicken, miso, pears, yogurt, onions, garlic, ginger.

Top Herbs & Supplements:

- Astragalus, elderberry, echinacea, zinc, vitamin C, vitamin D, thymus gland.

Top Activities:

- Regular exercise, adequate sleep, stress management, doing things that bring you joy, outdoor exposure for vitamin D.



Metabolic / Digestive (blood sugar, digestion, dementia)

Top Foods for Digestive Health:

- Bone broth, meat, fermented foods (yogurt, kefir, sauerkraut), apples, sweet potatoes, oranges, squash.

Top Herbs & Supplements:

- Probiotics, digestive enzymes, zinc, peppermint oil, ginger, cinnamon, berberine, mulberry leaf, triphala, L-glutamine, BPC-157.

Top Activities:

- Regular exercise, mindful eating, staying hydrated, reducing stress by scheduling fun activities, building meaningful relationships, maintaining a regular eating schedule.



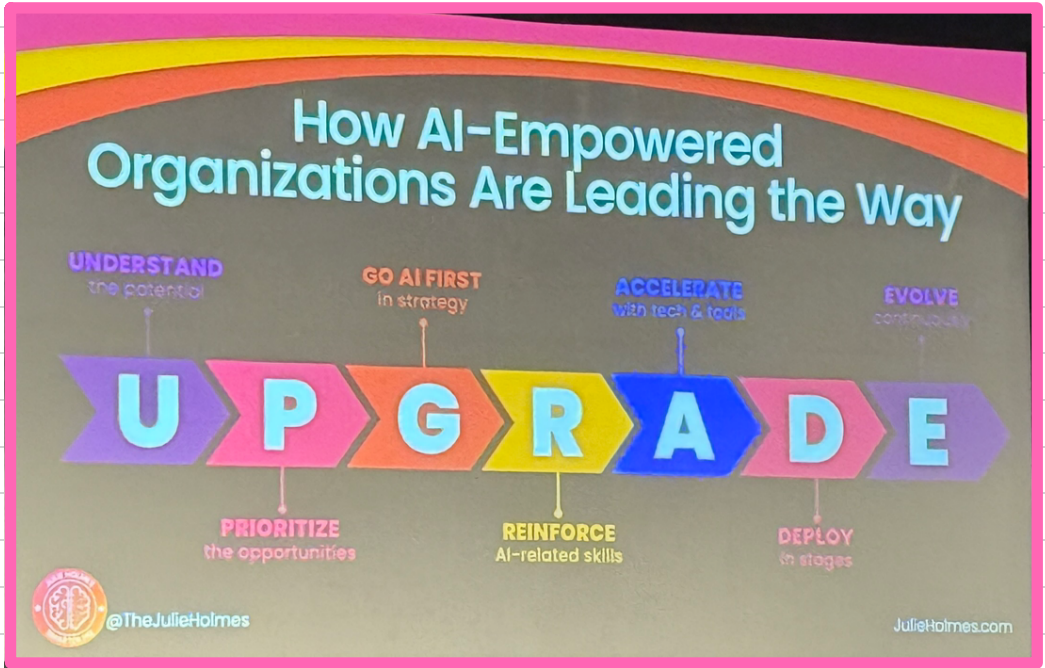
Julie Holmes

FOCUS: AI - EMPOWERED

Who uses the tech and data the best?

AI READINESS ASSESSMENT

75% of professionals lack confidence in now to utilize AI
AI can be a people first initiative



Proximity bias: your mind goes to the first thing you

Default to the most obvious answer

LEVERAGING AI REQUIRES TECHNIQUE NOT JUST TECHNOLOGY

AI COLLABORATION EQUATION

20 | 60 | 20 You do you

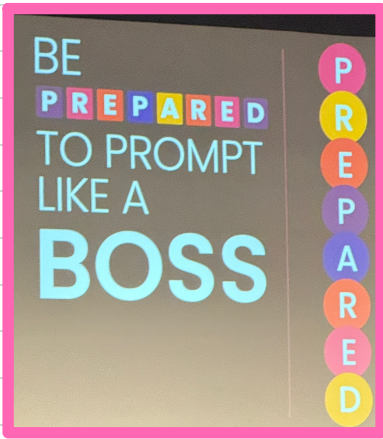
20% - you lead the way

AI is your artificial intern, not an assistant.

You'd give an intern very clear instructions

You wouldn't trust an intern to do high level projects without guidance

Pick your strategy, goals, prompts



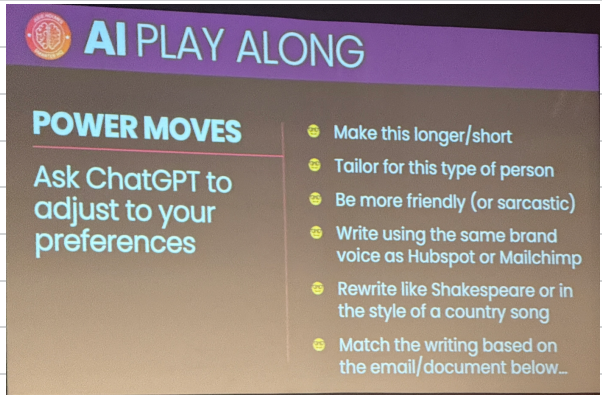
- Persona
- Request
- Explain
- Process
- Aim
- Restrictions
- Examples
- Discuss

60% AI actions

The AI translator

20% add the human

AI isn't replacing you its enhancing you



- Make this longer/short
- Tailor for this type of person
- Be more friendly (or sarcastic)
- Write using the same brand voice as Hubspot or Mailchimp
- Rewrite like Shakespeare or in the style of a country song
- Match the writing based on the email/document below...

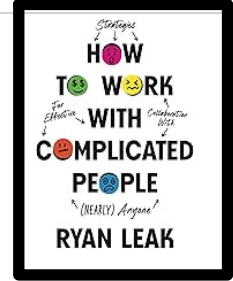
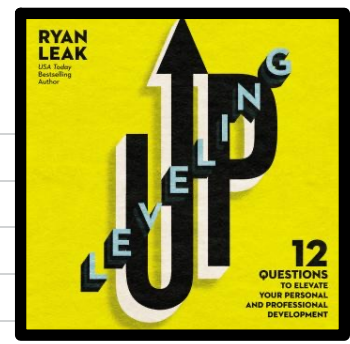
Ryan Leak

FOCUS: LEADERSHIP

Elevate your personal and professional development

"THERE'S LEVELS TO THIS THING."

There are levels to leadership
There are levels to being our best



6 QUESTIONS TO ASK

What's it like to be on the other side of me? SELF-AWARENESS QUESTION

WE ALL WORK WITH AT LEAST ONE PERSON WHO ISN'T SELF-AWARE

How can I be intentional? PROACTIVE QUESTION

THERE IS SOMETHING YOU DON'T HAVE TO DO THAT IF YOU DID WOULD MAKE A HUGE DIFFERENCE.

Leverage the tools but don't become dependent

ASK PEOPLE HOW THEY'RE DOING TWICE → How are you doing? No - how are you really doing?

Pause long enough to show you actually care

What's my part to play? COLLABORATION QUESTION

IF YOU WANT TO GO FAST GO FAR. IF YOU WANT TO GO FAR GO TOGETHER.

Effective collaboration comes from moving toward others with understanding and setting proper expectations

Expect complicated, expect quirky, expect different

Who can I pave the way for? INVESTMENT QUESTION

I started from the bottom and I had help

How did you get in the room?

Somebody rolled the dice on you - write down who and thank them

Who can you help make it to the next level

IMAGING BEING THE PERSON WHO SEES DIFFERENT PEOPLE DIFFERENTLY

IF YOU CAN'T BEAT
THE FEAR, JUST DO
IT SCARED

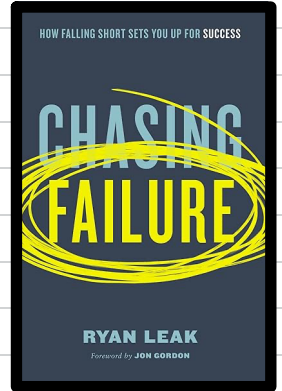
Am I enjoying it? THE FUN QUESTION

Our level of gratitude determines our level of enjoyment

Your personal growth hinges on your perspective on difficult.

Complaining robs us of energy we could be using to contribute

Give up complaining for week. Substitute it with gratefulness



What would I do if I knew I couldn't fail? THE POTENTIAL QUESTION

Don't talk yourself out of being great

Don't talk yourself out of being brave

CHASING FAILURE
TOOK ME FURTHER
THAN CHASING
SUCCESS EVER DID.