

Aimée Mullins: Keynote Topic

Embracing Adversity

As the pace of business accelerates and established industries spin-off, evolve or die, executives face a world far more complex than that of even a decade ago. Competition, technology, paradigm shifts and globalization make “business as usual” more like “crisis as usual.” As organizations face these challenges, leaders must continually decide how to respond. Turning away is not an option... so how can challenges be addressed in new ways? How can adverse conditions be viewed with curiosity and wonder? Is it possible for your business to thrive when your industry overall is in survival mode?

Aimée Mullins will share how she has chosen to answer these questions and how every individual can adopt the mindset that adversity and change are not to be dreaded, but actually welcomed as exciting parts of today’s “new normal.” From this vantage point, Aimée will share how she creates her path to success by taking the audience on a journey through some of the critical decision points she faced in her life— a life that has seen experiences at the Pentagon, the Olympics, in business, acting, modeling and as the President of the Women’s Sports Foundation. Most importantly, through Aimée’s experiences, listeners will see their personal and professional challenges through a powerful new lens and learn to respond to them in even more authentic, effective and meaningful ways.