

KEYNOTE SPEAKING PROPOSAL

Mike Hawkins

The Pressure Advantage™

Leadership, Identity, and High Performance Under Real Pressure

Pressure reveals what is real.

FOR CORPORATIONS · SCHOOLS & UNIVERSITIES · ASSOCIATIONS
CONFERENCES · SPEAKER BUREAUS

An Experience, Not a Presentation

Most speakers talk about pressure. Mike Hawkins has lived it — in underwater caves with zero visibility, on night dives surrounded by feeding sharks, lost at sea, and inside some of the most demanding operating environments in the world.

The Pressure Advantage is a keynote built on a single, disarming idea: pressure does not create who we are. It reveals it. Audiences don't simply hear about composure, courage, and clarity under stress — they feel it, and they leave with a practical framework for performing when it counts.

Pressure does not create leadership. It reveals it.

This is not a motivational talk that fades by the time the audience reaches the parking lot. It is an immersive, emotionally honest, and operationally useful experience designed to change how people lead, decide, and perform under real pressure.

The Speaker

Mike Hawkins is a keynote speaker, author, and pressure-leadership specialist whose work sits at the intersection of extreme real-world experience and practical high performance.

His perspective is forged in environments where composure is not optional — extreme exploration, operational risk, and high-stakes settings around the world. He translates those experiences into a clear philosophy about identity, resilience, and performance when the stakes are real.

He is the author of a library of reference books on pressure and performance, including CANA: Constant and Never-ending Adventure, Pressure Is the Test, The Aliveness Gap, and The Apex Executive.

On stage, he is cinematic, candid, and precise — pairing visceral storytelling with frameworks an audience can use the very next morning.

Why This Keynote Matters Now

Across industries and institutions, the same pattern keeps surfacing: capable, successful people who are quietly running on empty. Externally functioning. Internally disconnected. Trained for comfort — not for pressure.

The cost shows up as burnout, drift, inconsistent leadership, and performance that wobbles at exactly the moment it matters most.

Most leadership content explains pressure. Very few experiences help people actually train for it — combining emotional intensity, real-world consequence, and practical application in a way an audience remembers and uses. That gap is where this keynote lives.

Signature Keynotes

Each talk stands alone as a keynote or expands into a workshop or multi-session program, and every one is tailored to the audience and the occasion.

1 When Pressure Removes the Mask

Leadership Under Real Pressure

What remains when pressure strips away the performance? A keynote on composure, authenticity, and decision-making when the stakes are real.

2 The Aliveness Gap

Why High Performers Still Feel Misaligned

Drawn from the reference book of the same name. For the externally successful and internally restless — reconnecting purpose, energy, and performance before burnout does the choosing.

3 Pressure Reveals Training

Building People Who Perform Under Stress

Drawing on Pressure Is the Test. Resilience, composure, and nervous-system regulation — why we rise to the level of our training, not the height of our hopes.

4 High Performance Without Self-Destruction

Sustainable Excellence for Modern Leaders

The science and discipline of performing at the highest level without burning out the person doing it.

5 The Uncommon Way

Leadership Beyond Comfort Culture

Courage, exposure, and disciplined execution — a high-energy conference keynote about the growth that lives on the far side of comfort.

What Makes It Different

Most keynotes	The Pressure Advantage
Explain pressure	Make the room feel it
Deliver information	Deliver a framework people use
Create temporary inspiration	Drive lasting change

The tone is sophisticated, cinematic, and emotionally honest — never clichéd, hyper-spiritual, or abstract self-help. The experience feels exactly like what it is: high-trust, high-performance, and pressure-tested.

What Your Audience Takes Away

Every engagement is built around outcomes the audience can carry into real life and real work:

- A visceral, memorable experience that sticks long after the event ends
- A practical framework for composure and decision-making under pressure
- Renewed clarity, alignment, and energy — a reconnection to why the work matters
- Tools for sustainable high performance without burnout
- A shared language for resilience across a team, organization, or campus

Who It's For

The keynote is tailored to the room. It translates across any environment where pressure is real and the stakes are high.

Corporations & High-Growth Firms

Leadership teams, executives, and founders navigating uncertainty, change, and relentless performance demands.

Schools & Universities

Students, student-athletes, and emerging leaders building resilience, courage, and composure for what lies ahead.

Associations & Conferences

A differentiated, high-energy keynote that elevates the program and gives members a talk they'll be quoting long afterward.

Speaker Bureaus

A turnkey, cinematic, broadly placeable keynote backed by a reliable, professional speaker and a clear, ownable brand.

Sports & Athlete Development

Composure, nervous-system regulation, and performance when everything is on the line.

Formats & Engagement Options

From a single high-impact keynote to a full leadership program, the experience scales to fit the event and the goal.

Signature Keynote	45–90 minutes — the full immersive experience, tailored to your audience and theme.
Keynote + Fireside / Q&A	The keynote followed by a moderated conversation or open audience Q&A.
Half- or Full-Day Workshop	Keynote plus facilitated exercises, reflection, and hands-on application.
Multi-Session Program	A series for leadership cohorts, teams, or ongoing development.
Extended Pathway	The keynote as a catalyst for deeper executive coaching and advisory work.
Virtual or In-Person	Delivered live on stage or to remote and hybrid audiences.

Published Works

Mike's keynotes are grounded in a body of reference work on pressure, performance, and leadership:

- CANA: Constant and Never-ending Adventure
- Pressure Is the Test
- The Aliveness Gap
- The Apex Executive

Booking & Inquiries

To bring The Pressure Advantage to your stage, conference, campus, or organization, reach out to discuss available dates, formats, and how the keynote can be tailored to your audience.

Give your audience an experience they remember — and a framework they actually use.

CONTACT

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