

Keynote Topic

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Title:

Instantly Consistent

Consistency isn't the problem.

The stumbling block is the beliefs we hold about consistency. Audience surveys show that:

- 80% view consistency as difficult.
- 95% view consistency as delayed.

For the vast majority, the collision occurs when “difficult and delayed” runs into a part of the brain that demands “easy and instant”. With enough motivation and excitement, a person can brute force their actions. For a little while. And then they fall back into their “occasional” behavior patterns. (Hello, New Year’s Resolutions)

Until this “delayed and difficult” belief system is confronted and corrected, consistency is always going to be a struggle.

Instantly Consistent is the mindset reframing, the daily strategy, and most importantly the “follow through” system that delivers impact and results long after the event ends.

