

Growth Mindset

Keynote
Executive Summary

How to make

POSITIVE CHANGE STICK

Dave Buzanko

Growth Mindset Influencer



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Dave Buzanko is a Growth Mindset Influencer. He is widely recognized for his ability to help people who struggle with change. This includes helping leaders move from Fixed to Growth Mindsets creating impact that deliberately connect Key Performance Indicators such as Business Goals, Business Success and Operational Efficiency.

What can you learn from an Ironman? How to make every business metric improve while working from the flow of health, happiness and personal growth.

Why bring Dave in as a speaker? Because he has a story of change that everyone can relate to.

Backstory: As a husband, father and sales professional for over 30 years, Dave used to be just like most people, living a stress filled life no better or worse than anyone else working hard to get ahead. He focused all of his energy on his career and family leaving no time to invest in his own health. He didn't know it at the time, but his Fixed Mindset towards success was fundamentally flawed and backwards.

A Sudden Health Crisis at 40: Everything was going according to plan, until one day, on the way home from his son's hockey game, he had an unexpected heart scare! Fortunately, he had not suffered a heart attack, but he had come very close. The ER Doctor gave Dave 2 choices "Go on heart and cholesterol pills for the rest of his life or lose some weight and get in shape". Left on his own with only a Fixed Mindset, where do you even begin?

The Process of Change: In my 30's I had turned to the usual suspects, the so called experts in the diet and fitness industry who only reinforced my fixed beliefs. Because of that, I changed my focus to stop chasing pounds and start investing in the identity of the person I really wanted to be. A little common sense, new perspective and a daily journal went a long way. Because I was journaling every step of my transformation, I was building up a body of work that served as proof of my new identity. I ended up losing 50lbs and have kept the weight off for over a decade. I went from the ER to the Ironman 3 times and I realized that if I wanted to get the most out of my life, I could never stop improving or learning. There is only one constant in life and that is that life is constantly changing, for better or for worse. Changing for the better can be as simple as choosing a new identity.

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“The more things change, the more they stay the same.” I hate that expression because we never stay the same, we are all in a constant state of change for better or for worse. It’s just that most people don’t even realize or know what to do about it.

Have you ever tried to make a positive change only to go back to your old ways? That’s a struggle that most people face. What I’ve discovered over the last decade, is that for positive change to stick, you must have 3 things:

1. A clear VISION
2. A new IDENTITY
3. A body of PROOF

Change can be really hard, but it doesn’t have to be. In this keynote, I promise to enlighten, entertain and provide tactical advice that anyone can follow. I’m not here to pump you up, I’m here to set you straight. Anything is possible in life, but you’ve got to be willing to put in the work. There are no shortcuts, but change is not as hard as you might think. It all starts with taking that first step forward and assuming the identity of the person you aspire to be.

Need more convincing? Give me a call 905-401-3358.