



**JOHN REGISTER**  
INSPIRED COMMUNICATIONS INTERNATIONAL  
Hurdling Adversity - Empowering Life.

# Citius – Altius – Fortius! Business Lessons from Olympic and Paralympic Medalists!

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## **SUMMARY:**

What lessons can the Olympic or Paralympic Games teach your organization?

Every two years during either the summer or the winter Olympic Games we are glued to our television sets, smart phones, or other technology devices, to watch the amazing performances of the world's greatest athletes.

Our emotions rise and fall with every backflip, sprint, jump, of our home town favorite hometown athlete in hopes of watching them win Gold! We waive our nation's flag in our living rooms, our cars, and our office cubicles in patriotic solidarity.

Olympians and Paralympians amaze us and when the games are on, the entire world stops and watches.

Each athlete is prepared for their one magical moment in time. Often their journey has been years in the making and filled with challenges as well as successes.

As a spectator we rarely get a glimpse into their journey. What was it like? What did they learned along the way that might be applicable to winning medals in our lives?



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But do you realize that most athletes who qualify for an Olympic team and earn the right to compete for their country never win an Olympic medal? Most athletes on the field of play will leave the games empty handed.

What then is the mindset of those who do win medals? What makes them better? What makes them succeed and become the best? What makes the heart of an Olympic or Paralympic "Champion?"

Does the answer lie in how these amazing athletes manage their time; hone their talent; or allocate their resources? Or is it just their sheer determination to succeed.

If you knew the answer to these questions, would you harness this "Champion" attitude for your business?

This fascinating program takes you behind the scenes of the remarkable journey to the Olympic and Paralympic podium; explores what makes athletes tick; and leaves you and your team with clear tactics to set your organization up for gold medal success.

## **PRESENTATION OUTCOMES:**

Paralympic Long Jump silver medalist John Register discusses his insight on why some athletes are successful and helps your business employ lessons learned from a unique percentage of athletes who have distinguished themselves to be Olympic and Paralympic medalist.

The outcome John's speech, "Citius, Altius Fortius, Business Lessons from Olympic and Paralympic Medalists" helps your organization to take the valuable gold medal lessons learned from



stories, strategies and tactics of Olympic and Paralympic athletes and implement them into your business model.

By the end of this presentation you and your team will understand three Olympic training techniques to ensure your business out performs your competitor; gains insight into leveraging your strengths; and knows how to push through adversity.

To book John for this presentation please fill out his online speaker request form by [clicking here.](#)