KEYNOTE THEMES & KEY TAKEAWAYS

RACE 3 — Everyone's Playing It Way Too Safe

Are your team playing not to lose, instead of playing to win?

Comfort kills growth and ambition. Jo didn't run 3,140 km across China by staying comfortable on the sofa with a beer. Achieving extraordinary things takes the courage to embrace uncertainty, challenge the status quo and take calculated risks.

You don't win races by riding not to lose. And you don't build great teams by making avoiding mistakes the priority.

Jo helps leaders build cultures where people stop playing it safe, start pushing boundaries and have the confidence to pursue what they're truly capable of.

"Safe is just losing slowly."



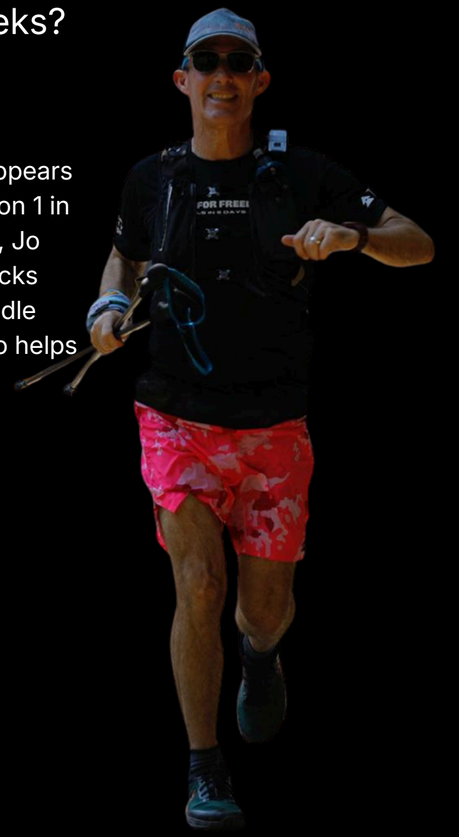


RACE 4 — One Setback and the Whole Team Loses Momentum

Why does a single failure ripple through the group, causing confidence to crumble and knock your team off course for weeks?

In business, things go wrong and momentum disappears fast. As a professional jockey, Jo fell at full gallop on 1 in 10 rides. A fall ended that race, but to win the next, Jo had to remount immediately and ride strong.Setbacks are inevitable but how fast you get back in the saddle determines whether you win or lose the season. Jo helps teams recover momentum quickly so one bad day doesn't become a bad quarter.

"Falling isn't failing. Jockeys remount."



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