



## ROBYN'S EPIC KEYNOTES

**Get Ready to Win YOUR Most Challenging Races...**

**Add the Inspirational Force of Leadership and Performance to  
Your Team!**

As an Adventure Racing World Champion, Guinness World Record Endurance Kayaker, full-time Firefighter, CNN Hero, and Founder of The Project Athena Foundation & World Class Teams, Robyn definitely knows a thing or two about teamwork, leadership, and peak performance. For the past 20 years, she and her teammates have been competing at the front of the pack in the most extreme challenges on earth: from the leech-infested jungles of Borneo to the dizzying peaks of Tibet, and from the scorching deserts of Namibia to the epic brush fires of Southern California. As an award-winning inspirational speaker, Robyn gives audiences the tools they need to cross their own finish lines— especially when the challenges are steep, the goals are audacious, the competition is fierce, and constant change is the only guarantee!



Robyn's 15 Minute On-Stage Promo Video

## Robyn's Powerful & Inspiring Keynotes are:

- Performed over 100 times a year for Fortune 1000's, Associations, User Groups and Incentive Events across multiple industries
- Designed with **customized content and themes** to adapt to your business model, challenges, motivations, and emerging opportunities
- **Authentic, relevant, AND practical presentations** that provide tangible applications in Leadership, Innovation, Change, Sales, Teamwork, and Overall Business Inspiration
- Perfect for opening meetings with the right energy – getting your group ready to take on audacious goals together!

## Who is Robyn Benincasa?

### Robyn Benincasa is an Award-Winning Keynote Speaker.

As the #1 female speaker for Meetings.net and recognized as one of the top 10 speakers featured by *Harvard Business Review*, Robyn is known as an **inspirational force for leadership, teambuilding, and extreme performance**.

Robyn is also a World Champion Adventure Racer, CNN Hero, and 20-year Veteran San Diego Fire Fighter who inspires people to grab life with one hand, grab their teammates with the other, and to achieve audacious goals that they could never accomplish alone. She is the expert that companies call on to build world class teams, inspire peak performance and create a culture of champions.

Her “8 Essential Elements of Extreme Performance” promotes the kind of collaboration, innovation, and inspiration that leads to breakthrough results.

## Why Meeting Planners, Business Leaders, & Audiences Love Robyn!

Robyn is a master of combining real-world experience and business smarts. Far more than a motivational speaker with a generic “feel good” message, Robyn brings serious business savvy to the table. She has a deep understanding of the challenges today's businesses face—gained from **years of success in the competitive world of pharmaceutical and hospital supply sales** before becoming a firefighter.

Business leaders rave about Robyn's deep understanding of the unique challenges they face and the on-point solutions her keynotes deliver. Through her game-changing keynotes, Robyn has helped Fortune 500 companies, including Starbucks, Walmart, Boeing, Johnson & Johnson, Northrup, Siemens, Yahoo, Intel, Nestle, and Hewlett Packard, bring out the world class team builder, leader, and peak performer in their employees.





## **You Will Be Energized, Empowered, and Equipped to Succeed!**

**Grab hold of your seats, Robyn's incredible stories and breathtaking footage of extreme teams in action is a thrill ride mixed with real world takeaways to inspire peak performance and exceptional leadership. You will leave feeling energized to take that next step, empowered to go above and beyond, and equipped with the tools you need to take on the most audacious goals...and win!**

**"Our morale has improved 100%." – Steve Kaiser, State Sales Coordinator, Aflac**

## **Are You Ready to Transform Momentary Motivation into Long-term Inspiration?**

**"Leave Your Ego at The Start Line; It's the Heaviest Thing in Your Backpack."  
– Robyn**

# ROBYN'S POWERFUL KEYNOTES:

## Building World Class Teams: How to Achieve Breakthrough Performance Through Collaboration, Creativity, and A Culture of ONE

**KEYNOTE FOCUS: Teambuilding, Leading Change, Commitment, Innovation, Continuous Improvement, Mental Strength**

**Get ready to cross your most challenging finish lines!**

In Robyn's most requested keynote, based on her best-selling book, she will take you on an awe-inspiring journey that will transform the mindset of your team, fuel deep and lasting connections, and build a culture of "we thinkers." Her innovative, teambuilding strategies offer practical ways to adapt, overcome, and win as ONE against all odds. You will discover how applying the Essential Elements of Extreme Performance is the key to reaching your team's highest peaks and most audacious finish lines.

**How do you inspire individual team members to become great teammates?**

**What if your teams were not only driven to achieve goals with each other but FOR each other?**

Robyn's Interactive Building World Class Teams Presentation will:

- Leverage the 4 P's of Commitment so your team can operate with one heart and one mind
- Reveal HOW to build the right team and inspire them reach to any challenging finish line
- Reverse the win-lose mentality from conquering to collaborating with other winners
- Teach the benefits of "suffering equally" so that strengths and challenges are shared and embraced together
- Eliminate a silo mindset and foster a "We Thinking" culture
- Inspire you to break through boundaries and turn setbacks into comebacks



Robyn Benincasa on Building World Class Teams

**"The hallmark of a world class team is when they're not only working WITH each other, but FOR each other" – Robyn**

# Why Winners Win: The Game-Changing Mindset That Creates Next-Level Success

**KEYNOTE FOCUS: Peak Performance, Collaboration, Goal Achievement, Playing to Win (vs not lose), Challenge/Change, Courage, Creativity**

**What do the world's most consistently high-performing teams have in common?**

**How do the best and the brightest achieve great results through challenge and change?**

Discover how world class performers change the game and WIN! Robyn's high-energy presentation unveils the mindset and strategies essential to inspiring yourself and your team when the goals are gigantic, the stakes are high, and change is the only thing that stays the same. In Robyn's Why Winners Win Keynote, you will experience the thrill of peak performance and exceptional leadership through fascinating stories and breathtaking video footage of extreme teams in action, and you will leave deeply inspired to activate the kind of lifelong habits that create consistent world class results in both your professional and personal life.

**Courage starts when the fun stops.**

Robyn's interactive presentation will:

- Teach and leverage a game-changing strategy that shifts one's mindset from "not losing" to winning
- Embrace times of great challenge and change as a springboard to future success
- Empower continuous improvement to elicit change and reinvent the game
- Capitalize on resources and build a world class team to achieve even bigger goals
- Demonstrate the importance and value of G.U.T.S. (**G**oing the Distance, **U**nwavering in your patience and faith, but also **T**aking Calculated Risks and **S**hattering the Norm).
- Solidify how "Luck" is a proven formula that drives peak performance and consistent results

**Unlock the Single Greatest Competitive Advantage to Achieving Success.**



**"Heroism elevates someone, humility elevates everyone" – Robyn**

# Inspired Leadership: Driving Greatness by Creating a Culture of Champions

**KEYNOTE FOCUS: Agile Leadership, Innovation & Disruption, Cultural Transformation, Attitude, Engagement**

**How do you inspire others to think and act with a world champion's mindset? What are the secrets to inspiring your team members to WANT to be great?**

Get ready to switch on your cultural light bulb! Gone are the days of only having one leader. In this power-packed keynote, Robyn will teach you how to build and retain high-performing teams that are not only motivated to succeed as individuals but are inspired to cross your organization's most challenging finish lines and take their teammates with them. It's time to raise the bar and discover the secrets to creating a culture that is driven by innovation, engagement, and the commitment to achieve team goals they could never accomplish alone.

Robyn's interactive presentation will:

- Transform team members into team **BUILDERS** who achieve consistent peak performance
- Demonstrate "Title-less Leadership:" a counterintuitive approach to capitalizing on the strengths of all teammates in order to exceed goals
- Reverse the win-lose mentality from conquering to collaborating with other winners
- Leverage the G.R.E.A.T. Formula so your teams are inspired to take risks, innovate, and challenge old ways of thinking
- Create Inspiration Plans: how to engage your team by genuinely inspiring versus simply motivating
- Reinforce how to become an Agile Leader who creates a climate that drives bottom-line profitability and success



**Are You Ready to Transform Momentary Motivation into Long Term Inspiration?**

**"When you create a culture in which everyone values the team's performance over their individual pride, that's where the magic happens." – Robyn**

## Playing to Win: How Champions LEAD Change

### **KEYNOTE FOCUS: Attitude and Mindset, Facing Adversity, Creative Problem Solving, Inspiring Teammates**

How do we inspire people to not only survive times of change but to INSPIRE change – and to build a culture that is focused on relentlessly changing the game and creating what’s next? In Robyn’s Playing to Win keynote, you will learn how the best and brightest champions consistency LEAD change versus simply reacting and responding to it. In business and in life, you’re on offense or defense. In today’s fast-paced environment, in which change is the only thing that stays the same, we can’t afford to follow industry trends and our customers’ expectations – we must lead them. And when you’ve reached the front of the pack in the race to lead your industry or market, it’s never time to relax, it’s the perfect moment to build your lead and to get so far out of sight, you competitors are relegated to fighting one another for second place.



“World Class Leaders always play to win, versus simply not lose.” – Robyn

## About Robyn's Keynotes



“Motivation is for now, inspiration is forever – Robyn

# Don't just take our word for it...



**“I would honored to recommend Robyn Benincasa as a keynote speaker for any of your clients.** Robyn is a **captivating, dynamic speaker** with a style that it is both approachable and extremely compelling. While adventure racing and Robyn’s exploits are clearly larger-than-life, she is so natural and unassuming that her audiences are **readily inspired and eager to put her lessons to work. Robyn is consistently among our highest rated speakers.** We’ve used, among others, Joe Thiesman, Jerry Linegar (the astronaut), and Ben Carson (the surgeon) for groups as large as 1300. Each has been very good. Robyn is better.”

– Christopher Mortell, Sr. Manager, HR, Professional Education and Learning, Siemens Medical Solutions

“Let me say that the feedback we received on your presentation was **nothing short of stellar.** I have heard a number of motivational speakers and there always seems to be some naysayers. There was not a single dissatisfied customer in this group. **People shared that they felt inspired. Many of your messages were repeated throughout the next few days, coming from our President and CEO to my colleagues in the field alike.** I can think of no finer form of flattery. It proved to be a perfect program that **set a tremendous tone** for the rest of our days together.”

– Felice Ginsberg, VP, Training and Development, Allos Therapeutics

[VIEW MORE TESTIMONIALS](#)

## Robyn is a Speaker Who Gives Back!



Robyn became a CNN Hero in 2014 for founding the Project Athena Foundation. Project Athena is a 501c3 non-profit foundation that encourages women who have endured life-altering medical setbacks to unleash the adventurer within and complete the journey of a lifetime. Whether that’s to hike across the Grand Canyon, cross the finish line of a triathlon or fall into the arms of a proud family member at the end of a local 5k.

[Learn More About Project Athena](#)



**HELPING SURVIVORS LIVE  
THEIR ADVENTUROUS DREAMS**  
[WWW.PROJECTATHENA.ORG](http://WWW.PROJECTATHENA.ORG)

# Get Ready to Build Leaders and Teams That Succeed Against All Odds!

## ROBYN'S CAREER HIGHLIGHTS & AWARDS

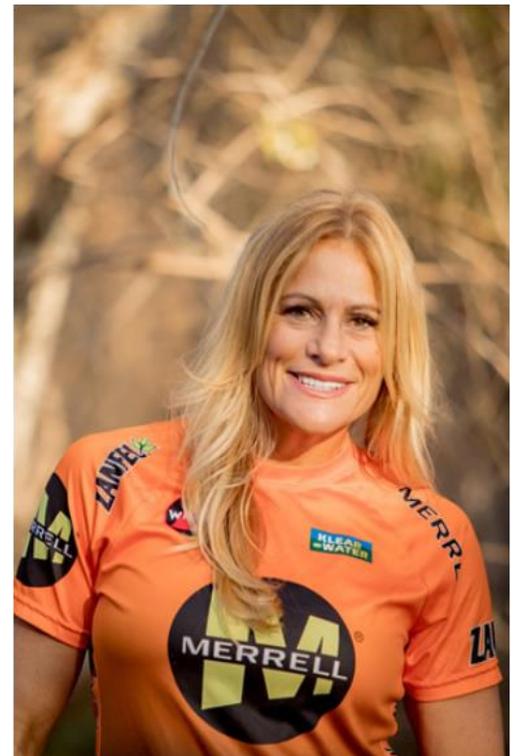
### SPEAKING / PROJECT ATHENA / CORPORATE AWARDS:

- #1 Female Speaker for Meetings Net
- 10 Highest Rated Inspirational Speakers for Business” (article by Derek Sweeney)
- Top 5 Teamwork Speakers” (5 years) by Speaking.com
- Top 10 Speakers Featured by the Harvard Business Review
- 5 Speakers Who Should Be Featured on 60 Minutes
- Top 10 New York Times Bestselling Authors Who Can Better Your Company and Your Life
- CNN Hero for Founding the Project Athena Foundation
- Runners World Heroes—The Project Athena Foundation
- State Farm “Acts of Kindness” Award Recipient
- Self Magazine “Self-Made Woman” Feature

### SPORTS AWARDS & ACCOLADES:

- Current Record Holder:
  - Guinness World Record (Longest Distance Paddled in a Kayak/Canoe in 24 Hrs., Moving Water, Female)
  - Women’s Course Record Holder, Missouri River: 5th fastest solo time in race history)
- 10x Iron-man Triathlon Finisher (2 Top 5 age group – Kona Hawaii Iron-man World Championship)
- 2x World Champion, Adventure Racing
- Top 5 Finisher in over 25 Expedition Length (6-10 days, nonstop), Adventure Races
- 24 Hour National Champion
- National Judo Champion (-72 kilo)
- 2nd place OVERALL & 1st place Woman 5x, Missouri River (340 Mile nonstop paddling race)

\* Member of Americas only All Female Fire Crew



“And in the end the love you take is equal to the love you make.” – The Beatles