

Sebastien Sasseville

Athlete | Change Management and Leadership Expert | Author

Please contact a GDA agent for information.

Topics

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- Goal Setting
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About Sebastien Sasseville

Sébastien Sasseville empowers leaders to lead with purpose and inspires organizations to embrace change. An endurance athlete, his extraordinary accomplishments – which include summiting Mount Everest, completing the mythical Sahara race, and running across Canada – are made even more impressive by the fact that he lives with Type 1 Diabetes. Having held diverse sales roles in several Fortune 500 companies, Sébastien marries his extensive business experience with his inspirational achievements to deliver dynamic messaging on change management, leadership, and teamwork.

Whether in the elements or in business, Sébastien stresses the power of agility when it comes to being open to the power of change and transformation. When we face a transformation, he believes, we must sometimes accept that we don't have all the answers when we start. By taking a first step and allowing the experience to unfold, we can often find the answers in the journey.

Sébastien raised over three million dollars in sponsorship proposals to fund his Mount Everest climb, his run across Canada, and their supporting global marketing campaigns. As he says, "when the mission is more important than individual success, you build an army."

Supported by powerful imagery, unique accomplishments, and known for awe-inspiring stories, Sébastien has spoken to hundreds of audiences across North America, for clients including RBC, Johnson & Johnson, Bell, SAP, L'Oreal, and Hewitt, helping them to create enthusiasm about business transformation, build resilience, and evolve to win.

Fully bilingual, Sébastien has been featured in media including the CBC, TSN, *The Huffington Post*, CTV, Global TV, Radio-Canada, and countless newspapers.

Select Keynotes

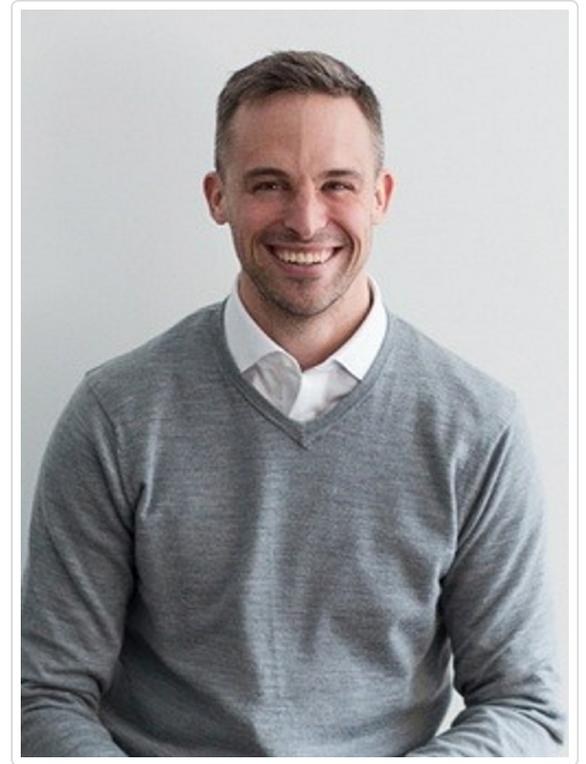
- **From Mount Everest to the Sahara: Inspiring Transformation and Change**

Top organizations are in a constant evolution – continuously transforming, and most importantly, always moving forward.

From Mount Everest to the Sahara to running across Canada, Sébastien Sasseville had to learn how to maintain peak performance while in rapidly changing environments to survive and conquer. He walks organizations through the keys to creating corporate agility and achieving successful transformation – embracing discomfort and building resiliency – while showing leaders how to inspire forward-thinking and high-performing teams.

Key messages include:

- Performance through transformation: what do we need to stop doing?
- Flexibility is a strategy for success, not a response to failure.
- The cost of inaction. If you aren't transforming, your competitors are. The cost of not trying is greater than the cost of failing.



- ◊ Change is a culture, not an action.
- ◊ Managing and adapting to threats before they arrive: notice, acknowledge, respond
- ◊ And more!

- **The Mission: A Purpose Driven Leadership Story**

"You don't have to tell people what to do when you start by giving them something to believe in." – Sébastien Sasseville

Sébastien Sasseville built and led high performing teams by creating a mission people wanted to be a part of – A run across Canada that attracted four large enterprises to sponsor and hundreds of volunteers; A climb to the top of the world financed by a fortune 100 enterprise and a campaign designed to inspire millions of people.

Ultimately, your ability to lead is directly connected to your ability to inspire. In his inspirational, deeply moving, and dynamic talks, Sébastien shares leadership lessons he learned on his high-pressure journeys and shows leaders how to lead with purpose, create engagement, and cultivate environments where all team members can deliver their best work.

Select Articles

- [The Leader at the Back of the Room](#)

Christoph Stolle is the head of the Latin American region for Grünenthal. This pharmaceutical operates in the therapeutic field of pain and has sales of \$2 billion per year. During the preparatory meeting prior to my keynote speech for his top 100 managers, we were discussing the challenges facing the company.

- [THE HAPPY DISHWASHER](#)

"Just out of curiosity, could you tell me why you love your job so much?"

- <https://sebinspire.com/en/consistency-lies-in-the-sauce/>

Today, I help leaders and their companies take the next step to build cultures of commitment and avoid unintentional complacency. Recently, during a preparatory meeting for a motivational talk, a client told me: "All I'm asking is that all team members take just one little step forward, and that they do it every day."

- [THE MAGIC IS IN THE EXECUTION, NOT THE STRATEGY](#)

Anyone with a pen and paper can pitch a strategy. In sports as in business, it's the execution that really counts. I was recently reminded of this, the hard way, during my seventh Ironman triathlon. The lessons learned are useful to pass on to our businesses, so here they are.

Select Testimonials

So many employees, too many to count, have approached me to share their excitement, inspiration and gratitude for the time you spent sharing your story. A perfect message at the perfect time, with authentic delivery and advice that can be actioned – what more could we ask for.

– SAP