

Alden Mills

Inc. 500 CEO, Entrepreneur, Best-Selling Author, Navy SEAL

Please contact a GDA agent for information.

Topics

- Corporate Culture & Governance
- Goal Setting
- Leadership
- Motivation
- Peak Performance
- Teamwork / Teambuilding

About Alden Mills

Alden Mills is on a mission to help 100 million people Be Unstoppable. With more than 40 years of experience failing and succeeding in a vast array of different environments from sports, military, and business to nonprofits and community action groups, he learned success is driven by one vital factor – leadership – of oneself and others.

The first person Alden learned to lead was himself. As a weak child with asthma, doctors insisted he limit physical activity and avoid sports. Instead, with the mindset instilled in him by his mother that “no one defines what you can and can’t do, but you,” he went on to become a National Collegiate Champion rower, earning Gold and Silver medals at the Olympic Festival, and a Navy SEAL who was top of his class. From a young age he amassed notebooks of invention drawings. One of those ideas became the wildly popular Perfect Pushup and today he holds over 40 patents worldwide.

As Alden achieved personal successes, he repeatedly grew into leadership positions. He became captain of his collegiate rowing team, was promoted three times to Navy SEAL platoon commander, and ranked #1 platoon commander each time. He turned a single invention into a global fitness powerhouse in over 70 countries with multiple products, leading Perfect Fitness to become the fastest-growing consumer product company in the country, with over \$95 million in sales in just three years. He has since founded and served on multiple companies’ boards in retail hard goods, consumable products, and service-based businesses.

Along the way, Alden cultivated a methodology - Unstoppable Leadership – that develops people into congruent and authentic leaders who successfully build teams and create cultures that are unstoppable regardless of the situation, industry, or environment.

Today Alden Mills is known as one of the leading business thinkers in America and spends his time helping others learn and implement the three levels of Unstoppable Leadership. Through speaking, coaching, writing, board advisory, and teaching, Alden helps people acquire the mindset, tools, and actions required to accomplish more than they thought was possible.

Select Keynotes

• UNSTOPPABLE MINDSET: THE MENTALITY AND TOOLS FOR ACHIEVING YOUR FULL POTENTIAL

With over 40 years of experience overcoming challenges in business and life, Alden Mills brings a unique perspective on what it means to be unstoppable at accomplishing more than was thought possible. We all have natural obstacles in our path. When we learn to conquer those obstacles, we realize that our biggest obstacle is our mindset. The challenge is understanding how to harness the very things we can control to help us find the success we seek.

This keynote dives into the key differentiator of success stopping us from reaching and surpassing potential – an Unstoppable Mindset. Alden weaves together riveting stories, inspiration, and practical tools to teach the Mindset Fundamentals to become unstoppable, regardless of industry, environment, or situation. Much more than just a motivational experience, he shares a system that enables people to tackle tough challenges, use change to their advantage, and seize bold opportunities time and time again.

• UNSTOPPABLE TEAMS: THE ACTIONS AND STRATEGIES FOR BUILDING AND LEADING HIGH-PERFORMING TEAMS

As Alden Mills advanced from personal success to leading teams in sports, military, business, and nonprofits, he learned group success is determined by a leader’s ability to build and lead teams. Whether a team is formed remotely or in-person, by mandate or inheritance, formally or organically, team leaders exist to bridge the gap between the outcomes sought and the team that can achieve them.



This keynote explores the universal leadership essentials to build high-performing Unstoppable Teams that continuously surpass what they set out to achieve. Alden demonstrates how leaders can drive greater alignment, trust, and outsized contributions. He shares the five phases of unstoppable team development and the key actions to implement each phase. Using his C.A.R.E. Loop, he provides a roadmap to activate and effectively turn groups of individuals into Unstoppable Teams.

- **UNSTOPPABLE CULTURE: THE PRACTICES AND ESSENTIAL COMPONENTS FOR ENDURING ORGANIZATIONAL SUCCESS**

Following the initial success of Perfect Fitness, Alden Mills and his team lost their way. Laser-focused on growth and profit, the company began to falter. To get back on track and ensure ongoing success, they regrouped and established a prominent culture.

This keynote details how stakeholders in senior leadership and human resources build an Unstoppable Culture to drive lasting employee engagement, competitive advantage, and outsized growth. Through personal stories, checklists, and live exercises, Alden shows how to close culture gaps by building intentional structure, dynamic practices, and congruent values that leaders and teams apply together -- day after day, week after week. Attendees learn the behaviors and tools that create an Unstoppable Culture by embedding the three Ps—Promise, People, and Process - a practical three-part framework to close the gap between an organization's existing culture and activating what he calls the 10x Advantage to create an Unstoppable Culture.

Select Book Titles

- **2019:** Unstoppable Teams
- **2013:** Be Unstoppable: The 8 Essential Actions to Succeed at Anything

Select Articles

- [#31 Navy SEAL Alden Mills: Unstoppable Teams](#)

Podcast with Alden Mills is a three-time Navy SEAL platoon commander and was the CEO of Perfect Fitness, one of the fastest-growing companies in America. In this podcast, Alden shares how he has built unstoppable teams.

- [Podcast #516: How to Lead an Unstoppable Team](#)

Leadership podcast. His name is Alden Mills. He's a former Navy SEAL platoon commander and the founder of Perfect Fitness – the company that makes the Perfect Push-up. He's also written a couple books, including his latest: Unstoppable Teams.

- [7 Traits of High-Performing Team Members](#)

Having led all kinds of different teams in the past 25 years, from sports and Navy SEALs to companies and charities, I have discovered seven traits that characterize unstoppable teammates. These are the general traits required—the must-haves for powerful team dynamics—regardless of the team's circumstances or challenges.

- [What marketers and business leaders can learn from a former Navy Seal](#)

Alden Mills and after his career as a Seal – including serving as platoon commander on three separate occasions, he dove headfirst into the world of business.

- [Finding a Fitness Focus](#)

In grade school, I struggled to find a sport that I was good at. I tried a lot of them, and it was not until high school that I found one I excelled at – rowing.

Select Testimonials

Thoughtful, thorough, and totally inspiring. One of the best speakers we've had in years! Alden's keynote was recognized as one of the top highlights of our conference. He was that good.

– *Angel García, CEO, Startup Bootcamp Barcelona*

“Authentic and engaging – one of the best speakers we've ever had at USAA.”

– *Carl Liebert, COO, USAA*

Alden is a winner and an energizer. He presented to a packed auditorium, and he proved to be one of the most engaging speakers I have ever seen. His message and stories were real, entertaining, and enlightening; it prompted many side conversations afterward here – including lots of discussion about how effective he was in conveying the key issues that matter the most to our audience. We hope we can take these messages to our teams with new energy.

– *Chris Newell, PsyD, Director, Learning and Development, Boston Children's Hospital*

"In a word: he's MESMERIZING – HEAD and SHOULDERS better than any speaker we've ever hired."

– *Clydene Hohenrieder, past president (17yrs), GPI Association*

"An unforgettable presentation. Alden, you read the room just right and delivered the perfect closing keynote to our people. Your remarkable ability to tell stories that made the audience feel like they were experiencing it first-hand, plus your frameworks for success, made this the best keynote I've witnessed in years. So many came up afterward to say they were changed by what just happened on stage. You helped make our conference a tremendous success and I'm grateful for it."

– *David Castignola, EVP/Worldwide Sales, Optiv Cybersecurity Solutions*

"Outstanding! Alden spoke to our leadership team at a time when inspiration and drive were imperative. His ability to transfer the discipline of being a Seal and that of the entrepreneur was AMAZING! He did an unbelievable job in preparing everyone to roll up their sleeves and charge through the remainder of the year with absolute commitment. I would highly recommend Alden to anyone who is looking to take their business to the next level!"

– *Denise Hardin, State Farm Senior Vice President*

He nailed it for us – incorporating our company objectives and accurately gauging the tempo of the meeting to deliver an inspiring team message. The audience was riveted throughout! I received many positive comments from our attendees!

– *George Armendariz, CEO, Groupe Beneteau Americas*

"Alden ROCKS! Finally a speaker who has 'walked his talk'. We WILL hire him again."

– *Heather Chartrand, COO, Lustre-Cal Corporation*

My sincerest thanks for the outstanding presentation you gave at my company's Annual Sales Awards and Recognition meeting this year. You worked with my entire team to craft exactly the message I wanted the sales people to hear. It was absolutely exceptional, and our sales staff loved it.

– *James R. Seely, CEO/President, Residential Mortgage Services Inc.*

Absolutely incredible! Alden's ability to connect with our leaders and our business was truly inspiring and exactly what we needed.

– *Joe DiPaola, CEO, World Financial Group, Transamerica*

Words can't fully describe the impact Alden had on our audience. He delivered exactly what we needed—a fresh, inspired call to action for high-impact personal leadership in work and in life. His stories were remarkable. His approach to leadership was practical. And his style was down-to-earth. It was inspiring to look around the room and see the focused faces in the audience. Alden Mills was the best commencement speaker we've had.

– *Joseph M. Rifici, Executive Director, Case Western Reserve Univ. School of Medicine*

Alden delivered exactly what we wanted: a powerful message blended with fascinating stories and our company's mission to our customers and partners. He nailed it!

– *Kathy Visser-May, CMO, Acumatica*

"Alden Mills exceeded our expectations for our Chairman's Club Trip—as was evident in the burst of applause and standing ovation as he finished. Alden moved seamlessly throughout the attendees, providing them with his ear, his experience, his wisdom, and his humility—all while making people smile along the way. I recommend Alden as an extension of any executive team looking to raise the bar at their next conference."

— *Mark Garrett, Executive Chairman, Moors & Cabot, Inc.*

"Alden's presentation was energizing! The content was "spot on" for a high-performing team with big numbers to hit. I really appreciate that he attended our whole summit so his messages would hit the mark. He was a real highlight of the event!"

— *Mark Greatrex, EVP, Chief Marketing & Sales Officer, Cox Communications*

"Alden Mills is awesome. He really captured the message that we wanted to relay to our hotels and customers. (Change is constant, and we must embrace it and adapt.) In his storytelling, his message is truly helpful—and he makes it easy to understand and follow. We got so many great compliments from attendees. We were lucky to have him as the speaker note on our event. For sure, we will have him again."

— *Meire Ramos, Marriott Global Director of Sales, Intermediary Retail and Leisure*

"Event planners are always on the lookout for speakers who bring it all—a deep level of focus on the audience, frameworks that connect with people, and a 'fired up!' attitude. Alden Mills has the whole package. Whether he's applying lessons learned from his Navy SEAL days to the business world, or sharing stories of personal transformation, Alden has an undeniable knack for moving attendees into a place where their full leadership potential is possible. During the precall, I learned why: Alden applies his own work to his life, every day, looking for continuous improvement as a speaker and workshop facilitator. His energy is infectious, his teachings spot-on, and his empathy for the audience endless as far as I can tell. Alden models "unstoppable" leadership. I will book him again soon."

— *Michael Clarke, Marriott International Director, Global Sales B2B Marketing & Events, Americas*

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— *Michael Clarke, Marriott International Director, Global Sales B2B Marketing & Events, Americas*

I am writing to express my gratitude for the outstanding presentation at my company's Annual Sales Awards and Recognition meeting. You delivered the most inspirational sales speech I've seen in 15+ years of having sales conferences. You did a great job getting the sales team all fired up!

— *Michael Ianno, EVP/Retain Production, Residential Mortgage Services Inc.*

Alden nailed it!! It was the perfect message for our group at the right time for which we are grateful. I overheard many positive comments about the difference he made. I honestly feel that Alden helped create a life changing experience for those in attendance.

— *Monte Holm, Co-Founder, World Financial Group*

"Thank you, Alden, for bringing out the best in us."

— *National Life Group*

After more than a month I still hear students talking about the speech Alden gave to our 2,500 total students. Just last week, my daughter started sharing Alden's story about Sargent Boston with my wife and son; by the time she was done we were all laughing—but we were also talking about overcoming obstacles to get what we want. One of my teachers has since said repeatedly, 'Alden is one of the best speakers I've

ever heard!!!' Thank you, Alden.

– *Patrick Crowdis, High School Principal, Spearville, KS*

"Alden delivered a keynote and breakout sessions that were some of the highest rated ever in our thirteen years of putting on this conference. Alden took the time to get to know the attendees and understand the company goals which made the content engaging and immediately relevant."

– *Peter Tourian Founder & CEO SYNERGY HomeCare Franchising*

"Alden Mills in an inspirational and enthralling speaker. His powerful and genuine stories were transformational in helping our team become more confident and focused on tackling and winning our next challenges."

– *Quoc K. Tran, Chief Investment Officer, Lateef Investment Management*

"Alden did a tremendous job of relating his Navy SEAL experiences to relay the message of attitude impacting action."

– *Richard Felts, President, Kansas Farm Bureau*

Unbelievably inspiring! Alden gave our startups a taste of what's required for Inc. 500-level growth plus Navy Seal training in the water. He also gave us a keynote the startups will never ever forget. The outcome was a group of energized founders willing to give it all going forward. No surprise, Alden's was the best-rated session.

– *Richard Lagrand, Program Director, Startup BootCamp Barcelona*

"The e-mails are pouring in, thanking me and agreeing that Alden Mills is our best speaker to date. We were all truly inspired by his talk and the great messages in his book. I can honestly say his speech has helped me become a better coach. I have already brought some of those lessons to our team."

– *Robert Friedrich, Director of Rowing, U.S. Naval Academy*

Alden's experiences as a Navy SEAL and entrepreneur are captivating. Alden's work is incredibly relevant for any entrepreneur who wants to grow personally and professionally. His speech keeps resonating in me as I face challenges, and it will continue to resonate in our chapter's conversations for a long time. One of the best ever.

– *Roman Martin, Barcelona EO Chapter President*

"ENTACT was thrilled to welcome Alden Mills to our operations meeting. Alden's C.A.R.E. based leadership and motivation principles resonated strongly with the ENTACT team. Importantly, Alden invested the time and attention to understand our business and people in order to tailor his presentation specifically to our group. His energy and authenticity generated an immediate connection and facilitated the transmission of his meaningful and relevant message."

– *Scott Chafin, Partner, ENTACT, LLC*

"Exactly what we needed – he made a difference in our lives!"

– *Shelley Ibach, President and CEO, Select Comfort*

"Alden's words encouraged our young farmers and ranchers to survive adversity and exceed their potential. His story and wit would be inspirational for any audience."

– *Terry Holdren, Executive Director, CEO and Corporate Secretary for Kansas Farm Bureau*

Alden has a unique and powerful gift of understanding his audience, and making an emotional and lasting impression. His presentation set the tone for our entire our sales meeting. Alden's ability to communicate his real-life experiences as a successful entrepreneur and a Navy SEAL, and package them in a way that is relevant to our culture and challenging business needs, was invaluable. Our team left motivated, recharged, and ready to face the obstacles that lay ahead—able to reach further than before to accomplish their goals. Alden was phenomenal!

— *Tim Dougherty, Vice President/Footwear Sales, Ariat International*

"Alden worked with us in advance to understand our business. He customized his message to be relevant to our needs. His storytelling and communication style were tremendous. And he motivated our audience to become UNSTOPPABLE."

— *Tim Kilbane, Vice President, Optiv Cybersecurity Solutions*

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Alden set the tone—then stole the show. As the feedback shows, he deserves nothing but praise for his spot-on address to our 750+ CEOs and their executive teams. Alden skillfully transformed their thinking, thanks in part to his notable business and military experience. Quite simply, Alden's an exceptional speaker, start to finish. We look forward to hosting him again.

— *Verne Harnish, Chair, Fortune magazine's ScaleUp Summit*

Alden's session was inspiring and encouraging. He's a brilliant storyteller who engages people by drawing from personal experiences that anyone can relate to.

— *Vicens Marti, President, Billy Mobile*