

Sterling Hawkins

**Best-Selling Author | Globally Recognized Culture Growth
Keynote Speaker | Award-Winning Thought Leader | 1M+ No
Matter What Movement**

Please contact a GDA agent for information.

Topics

- Entrepreneur
- Innovation / Creativity
- Leadership
- Peak Performance
- Personal Growth
- Retail and Consumerism

About Sterling Hawkins

Sterling Hawkins is an author, investor, entrepreneur, and keynote speaker who is globally recognized as a thought leader in organizational culture. Founder of the No Matter What Movement, he shows people how to practice trust to achieve the results they want regardless of obstacles.

Sterling developed his trust-powered success system to learn from the painful collapse of his multibillion dollar startup involvement. He's since combined his business background, research, study and practice to come back and launch, invest in and grow more than 100 companies. He's taken that experience to work with C-level teams and leaders and speak on stages around the world. He's been featured in magazines like Forbes, Fast Company, The New York Times and Inc.

He believes that the depth of your trust determines the extent of your growth and success in life and business. Getting results requires being brave, declaring big goals and stepping outside your comfort zone. To inspire people to unlock their own inherent potential, he shares five practices that help us push beyond our perceived limits to make a difference for our companies, communities and families. When he's not at home in Colorado, he may be out skydiving, swimming with sharks or adventuring with the No Matter What Movement.

Select Keynotes

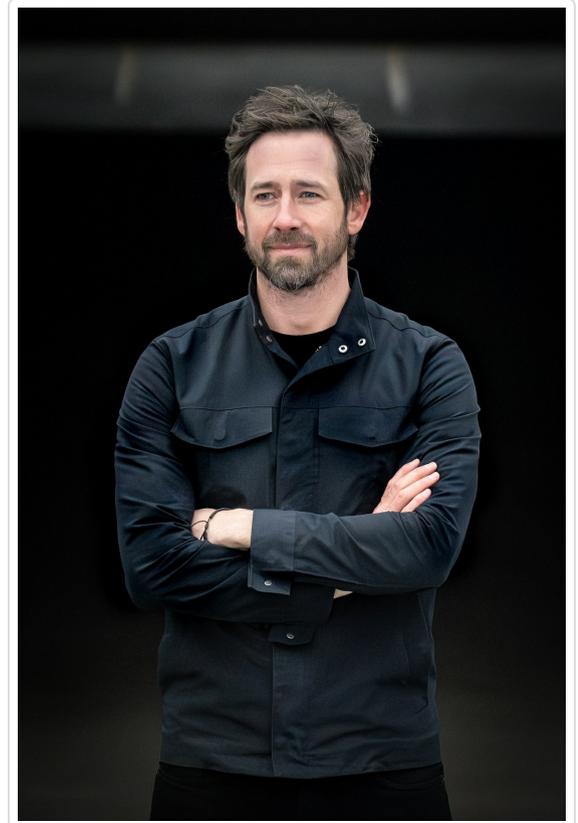
- **No Matter What – Thriving Through Change and Uncertainty | Get unstuck and create a sure pathway to progress, regardless of the challenges**

In a world permanently transformed by tech upheaval, competitive pressures, talent shortages, and global instability, change and uncertainty have never been more intense. But here's the truth: change is constant, and it isn't the enemy. It's our approach to it that leaves us afraid of taking risks, struggling to adapt and limiting our progress.

Sterling Hawkins shares how he went from multi-billion dollar startup success story to bankruptcy to growth leader and advisor to hundreds of leading companies. The experiences, research and real-world testing shared in this ground-breaking keynote will help you break through your own challenges by reframing your relationship with change. Sterling's proven framework cultivates a resilient growth mindset that thrives in uncertainty by empowering audiences to commit to real progress rather than burning out or becoming crushed by it.

With his No Matter What mantra, Sterling lights a fire within individuals and teams, uniting them to capitalize on their strengths. By fostering connection, breaking down silos, and empowering team members at every level to confront uncertainty, his system transforms any change into opportunity and any challenge into greater potential.

Outcomes:



- ◊ **Activate High Performance:** Empower your team with proven practices that drive high performance, regardless of challenges.
- ◊ **Transform Discomfort into Growth:** Challenge the "survival" narrative and use discomfort as a powerful catalyst for impact, resilience, and transformation.
- ◊ **Accelerate Learning and Results:** Embrace a science-backed approach to harness the unknown, accelerating learning and achieving outstanding results.

This inspirational keynote is designed for leaders who are:

- ◊ Struggling to keep up with technology disruption, competitive pressures, and market shifts.
- ◊ Disempowered dealing with unknowns and burned out from relentless change.
- ◊ Under pressure to deliver stronger results by rising to challenging circumstances or ambitious goals.
- **True Leadership for Transformational Growth | Realize the potential in yourself, your team and your organization with trust-driven leadership**

In today's rapidly evolving business landscape, there are few constants, leaving paralyzing uncertainty in its wake. It is the role of transformational leaders to build a clear foundation of what can be trusted, enabling growth and consistent success.

From over a decade of exploring myriad growth modalities, Sterling Hawkins introduces a revolutionary methodology for transformational leadership centered on trust. Instead of focusing solely on goals and tasks, this method orients us to the real work of growth, aligns us to our ultimate goals, and connects us with what matters most. Modeled by leaders, these principles become the ground upon which transformation takes place. In practice, the principles inspire teams, win moments of opportunity, deliver differentiated solutions, and unlock greater potential.

This paradigm shift not only reduces turnover and stimulates breakthrough approaches, but also resonates positively with partners, clients, and stakeholders. Embracing trust-driven leadership doesn't just improve the bottom line; this proven approach enhances the workplace and shapes the very essence of the organization.

Outcomes:

- ◊ **Unlock Hidden Potential:** Harness cutting-edge, research-backed methods to build trust, enhance learning, and reveal the inherent potential within your team.
- ◊ **Catalyze Transformative Action:** Implement powerful, actionable leadership practices that drive immediate and lasting change.
- ◊ **Sustain Momentum:** Create enduring performance improvements that continuously accelerate team momentum and organizational growth.

This transformational keynote is designed for leaders who are:

- ◊ Called to lead in a meaningful new way to significantly improve morale and results.
- ◊ Frustrated with surface-level approaches, lack of clarity and slow progress.
- ◊ Ready to truly align to produce breakthrough performance for themselves and their teams.
- **Maximize Your Impact | Build your capacity to grow by establishing a fresh relationship with change, control and uncertainty.**

True growth comes from stepping toward a place that many fear: the unknown. High performing people and organizations must develop their relationship with the uncertainty that comes from unknowns to reach even higher levels of success.

Created and field-tested alongside some of the world's largest companies, Sterling Hawkins offers a proven methodology that doesn't rely on working more or trying harder. Instead, he provides clear steps to radically rethink our relationship with the unknown and the uncomfortable. This shift builds trust that outweighs fear, courage that overrides worry and the capacity to shed our comfort zone and handle uncertainty.

No matter your current situation or level of performance, Sterling's compelling data, moving stories, and high-energy delivery enable audiences to think differently, elevate conversations, and align to greater goals to maximize the impact of individuals, teams, and organizations.

Outcomes:

- ◊ **Master Uncertainty:** Avoid common growth pitfalls and confidently navigate the unknown to propel your objectives forward.
- ◊ **Establish Psychological Safety:** Apply proven practices to cultivate psychological safety within, unlocking dramatic new results in any situation.

- ◊ **Transform Your Culture:** Shift from fear-driven reactions to proactive purposeful actions, fostering deep trust and maximizing long-term impact.

This growth keynote is designed for leaders who are:

- ◊ Ready to reach the next level of performance with a radical new approach.
 - ◊ Seeking a framework to advance sales, business results or breakthrough performance.
 - ◊ Inspired to make a bigger difference without sacrificing health and wellbeing.
- **Creating a Culture of Innovation | Practical tools to build a culture of creativity, ingenuity and determination**

With AI and other disruptive changes as the new constant, fostering an innovation culture is mission-critical to stay ahead. The catch is, our natural human inclination is to resist any change, seeking comfort in the security of familiar routines.

Sterling Hawkins offers a fresh perspective on innovation built on launching, investing, and growing over 100 startups. He shares a science-backed approach to breakthrough innovation by coming from a place of curiosity, not certainty. To achieve the impact we desire in our businesses, communities and families, we need a complete perspective overhaul.

Learn Sterling's holistic approach for cultivating a culture of creativity, ingenuity, and determination across all areas of an organization. This keynote goes deeper than a motivational talk: it's a transformative experience that shows you how to innovate and create from true inspiration.

Outcomes:

- ◊ **Break Free from History:** Identify and release outdated narratives that hinder team progress.
- ◊ **Cultivate a Culture of Innovation:** Apply practical tools to foster an innovative culture that distinguishes your organization in a competitive market.
- ◊ **Embrace Failure to Succeed:** Adopt a neuroscience-backed approach to break down silos, embrace failures, and uncover breakthrough opportunities.

This innovation keynote is designed for leaders who are:

- ◊ Seeking a new approach to innovation that drives organic growth, competitive advantage and higher performance.
- ◊ Looking to break free of legacy thinking, limiting beliefs and fear of failure to realize next-level breakthroughs.
- ◊ Inspired to take smart risks, desire to embrace new technologies or approaches and need to collaborate in deeper ways.

Select Book Titles

- **2022:** *Hunting Discomfort: How to Get Breakthrough Results in Life and Business No Matter What*

Select Articles

- [Uncomfortable? You Could Be On The Threshold Of Something Great](#)

Many people resist change because it's uncomfortable. It may require giving up old habits, abandoning outdated processes, or even letting go of long-held views that once seemed immutable. In short, change often involves an uneasy step into the unknown...

- [Discomfort May Lead To Your Next Breakthrough](#)

The disclaimer on investments is that "past performance is not an indicator of future results." In other words, don't get too comfortable with the past. All you have to do is look at the stock performance through last year (2021) compared to this year's performance to know this is true...

- [8 Telltale Indications That Your Business Career Is Limited by Self-Doubt](#)

Your discomfort zone may be your biggest barrier to getting ahead in business.

- [This paradoxical way of thinking can help you build resilience](#)

If you avoid discomfort too often and for too long, this tendency can become a negative coping strategy that hurts more than it helps.

Select Testimonials

Your keynote presentation on the #NoMatterWhat System was very inspirational and had provided us with the insight and tools needed to be effective leaders at the command. [...] Your knowledge, insight and motivation is invaluable and we look forward to incorporating your system

into our everyday actions as leaders.

– *A.J. Hoffman, Commander, Naval Surface Warfare Center, Port Hueneme Division*

"Sterling's message was highly engaging, feedback was very positive and the event increased accountability and alignment. Since the keynote, there has been a noticeable rise in team engagement and ownership. I recommend Sterling to others seeking alignment during company transformations or change initiatives. Don't think twice. Engage with Sterling! That's going to be the cement that you might be missing without even knowing it."

– *Christophe Jousse | CEO | Peoplelink Group*

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"Amidst declining performance challenges, Sterling emerged as the key to revitalizing our sales organization, shifting negative attitudes and uplifting the team. His message conveys trust, honesty and truth that have improved our results and undoubtedly anyone that listens to him!"

– *George Skarich | VP of Sales and Marketing*

Sterling was very easy to work with, start to finish! He was available to take our calls to learn more about our company and our audience before speaking at our Annual User Group Conference, Reflexions. He was great at keeping our attendees attention and getting them excited for the rest of our event. Sterling even offered to attend our Welcome Reception to introduce himself and meet our attendees for more in depth conversations

– *Hillary Fogle Global Event Manager, Reflexis Systems, Inc.*

"Sterling transformed our sales team! He's not just a speaker, but has become a crucial part of hitting our company goals. The cultural shift Sterling gave us is not just inspirational, it's operational. We now have a powerful approach, a clear structure and a renewed sense of purpose tracking to hit our \$35M net new revenue goal. I've been in sales for years and I don't think there's anybody better!"

– *Jack Wilson | Chief Revenue Officer | Bulletproof*

Sterling delivered the best keynote we've had in our company's history! [...] His messages were inspiring, but also actionable in a way that people could grab onto and use immediately. I can clearly see how Sterling's message has sustainably impacted all of us as we continue to grow into the future.

– *John Glaze, Chief Commercial Officer, LK Packaging*

"Working with Sterling and his team was a pleasure as they closely collaborated on two major events, focusing on embracing discomfort as an opportunity for innovation and something to look forward to amid industry changes. Sterling's powerful keynotes prompted a transformative shift in attendees' thinking, earning it the top-rated session at both events. And provided our audience with the tools to approach challenges with a different mindset, encouraging them to perceive challenges as opportunities to overcome and drive growth, rather than as obstacles to fear. I highly recommend Sterling for his energy, passion, and ability to align organizations toward a mindset of growth."

– *Lori Stillman | Vice President, Research and Education | NACS*

Sterling was not only a delight to work with, but had rave reviews from our audience of executives! His energy was contagious, and he provided real strategies for success and inspiration, to send us out with a bang after three full days of content. Highly recommend Sterling as your next keynote!

– *Maddie Rollason Senior Manager, Event Content & Design, Winsight, LLC*

Sterling combines powerful storytelling with meaningful information and tools leaving listeners excited and empowered to take action. He's one of only a few speakers I've seen that actually makes a real difference. We'll definitely have him back!

– *Michael Mikyska, Managing Director, Innerworkings, Inc.*

Over my many years running events around the world, few if any of my 2,000+ speakers delivered as remarkable a performance as Sterling did at Seamless Asia 2017.

– *Oliver Arscott, Director, Terrapinn*

"Sterling Hawkins is a game-changer! When our company was on the brink of transformation, Sterling's keynote and workshop redefined our approach and left each leader with actionable insights and takeaway value. His inspiration was the catalyst to unite the teams, open up communication, build deeper connections and turn our discomfort into a pathway of growth. Working with Sterling is a transformative experience that will make your company better and make each individual better as leaders. Sterling is the go-to expert for anyone navigating transformation or seeking to strengthen team alignment and culture."

– *Ron Wilson | Chief Supply Chain Officer | Fortune Brands Innovations*

The consideration and effort exhibited by Sterling and team to understand our opportunities and what we needed to address was exceptional. [...] The inspiration and impact Sterling brings to his keynote are not only a testament to his dynamic style, but a clear understanding of his audience which he actively seeks and prepares for with each organization.

– *Stephanie Taylor, Senior Manager, PepsiCo*