

Brad Stulberg

The performance thinker for a chaotic decade.

EXCELLENCE & PEAK PERFORMANCE · MENTAL TOUGHNESS · RESILIENCE & ADAPTABILITY · MANAGING UNCERTAINTY ·
SUSTAINABLE HIGH PERFORMANCE · SELF-AWARENESS

THE PITCH

NYT bestselling author · University of Michigan faculty · Performance coach to world-class athletes, executives, and entrepreneurs

FULL BIO

Brad Stulberg is one of the sharpest voices in the world on human performance — the kind that lasts. He is the New York Times bestselling author of *The Way of Excellence*, *The Practice of Groundedness*, and *Master of Change*, three books that have quietly reshaped how leaders, athletes, and creatives think about ambition, resilience, and staying steady in a decade of relentless change.

Brad is on faculty at the University of Michigan and works as a beloved performance coach to a private roster of world-class athletes, Fortune 100 executives, and founders. His writing has been featured in *The New York Times*, *The Wall Street Journal*, *The Atlantic*, *Time*, *Outside*, and many other leading outlets.

His frameworks have shaped how Super Bowl and NBA Champion teams train their minds, how Fortune 100 companies build their leadership pipelines, and how elite military and endurance organizations approach pressure. Where much of the performance world traffics in hype, Brad brings something rarer: honest, evidence-driven ideas that hold up under stress — and land with rooms as varied as boardrooms, locker rooms, and university lecture halls.

On stage, Brad is warm, direct, and unusually generous with the audience. He doesn't trade in slogans. He gives leaders and teams a way to think about excellence that makes sense the morning after the keynote — the kind of ideas that actually change how you show up on Monday.

CONNECT

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SIGNATURE KEYNOTES

Excellence in a Chaotic World

The world your team is navigating is genuinely different — accelerating change, compressed attention, and a constant hum of uncertainty. The old playbooks for high performance, built for a slower and more predictable era, have quietly stopped working. Burnout culture, motivational hype, and rigid discipline all come up short.

In this keynote, Brad Stulberg reframes what it takes to perform — and stay human — in the world we actually live in. Drawing on his New York Times bestselling books and his coaching work with elite athletes, Fortune 100 executives, and championship teams, Brad shares the small handful of practices that separate people and organizations who thrive from those who quietly fracture under the load.

Audiences leave with a working model of excellence built on mental toughness that isn't brittle, motivation that isn't dependent on mood, and resilience that doesn't rely on grinding. Brad unpacks self-awareness as an operating system, risk-taking as a discipline, values-based decision-making as a leadership skill, and rugged flexibility as the antidote to a decade that keeps changing the rules.

By the end, leaders walk out with a clear-eyed sense of the foundational practices — for health, energy, and focus — that make everything else in their team's playbook actually work. This is a keynote for the room that's done with performative hustle and ready for the real thing.

BOOK THIS SPEAKER

To check availability, request a hold, or confirm a date for **Brad Stulberg**, email either of the following:

- [pjasic@spokenartists.com](mailto:pjosic@spokenartists.com)
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Full digital profile, video reel, and additional press-kit assets: spokenartists.com/speakers/brad-stulberg