



# DR KRISTY GOODWIN

NEURO-PERFORMANCE SCIENTIST • KEYNOTE SPEAKER • AUTHOR • EXECUTIVE COACH

## Tier One Management

PREMIER SPEAKER TALENT: ELEVATING EVENTS, INSPIRING AUDIENCES

# Science simplified. PERFORMANCE AMPLIFIED.

## INVEST IN MORE THAN A PODIUM MOMENT.

Provide an encounter that not only enlightens but empowers. A keynote, workshop, or advisory session is only as valuable as the impact it brings afterwards or a series of virtual masterclasses.

### Our digital habits have left us:

- distracted and depleted,
- disconnected and disillusioned,
- stressed and swamped,
- busy and burnt out, frantic and frazzled

### As humans, we're not designed to be:

- always on
- rarely focused
- never recovered

### We're living and working in ways that are incongruent with our neurobiology.

We've adopted digital behaviours that are at odds with our Human Operating System (hOS) - the way that our brains and bodies are biologically designed to operate.

**Dr Kristy takes audiences from powered down and burnt out to powered up and thriving.**



# The problem is clear.

## THE PRODUCTIVITY PARADOX.

The digital workplace technologies and AI tools that were supposed to make us more productive, haven't yielded the desired results yet.

**People are stressed, exhausted and constantly distracted.**

Knowledge workers are **losing productivity.**



**600 hours lost annually** per Australian knowledge worker to digital distractions



\$468bn lost by US companies and \$1.4 trillion lost by the US



**\$27,585 per employee cost** to Australian businesses each year



**166 hours lost** to unproductive work-related chat messages (Slack, Teams etc)



29% of a worker's economic worth is lost by businesses through **distractions**



45% of global survey participants said their **wellbeing has worsened** in the past 12 months but 68% of managers indicated their employees' overall wellbeing is the same or better compared to 12 months ago



**35%** of global participants are currently **experiencing burnout**



41% of employees said they experienced significant stress the previous day & only 34% report that they are thriving in their lives




## The person to solve it.

**DR KRISTY IS A MASTER AT *EQUIPPING LEADERS AND STAFF WITH THE TOOLS FOR GREATER FOCUS AND THE BRAIN-BASED PROTOCOLS THAT POWER-UP PERFORMANCE.***

Her content includes diagnostic tools, the latest research, and brain-based protocols your people can implement. These protocols will not only enhance their productivity, but will simultaneously bolster their wellbeing.

**FQ. OUR FOCUS QUOTIENT IS THE NEW FRONTIER IN PRODUCTIVITY.**






2023 Breakthrough  
Speaker of the Year




Australian Business Book  
the Year Award -  
Technology Category for  
*Dear Digital,  
We need to talk*



*"Thank-you Kristy, it was  
an extremely well  
received virtual keynote."*

Partner | Ernst & Young



Kristy presents virtually  
from her world-class  
professional studio

# ABOUT Dr Kristy Goodwin

## AUSTRALIA'S LEADING EXPERT ON PEAK-PERFORMANCE IN A DIGITAL WORLD.

Using neuroscience and technology to power-up performers in the the digitally-demanding world.

A speaker used by large corporations on the topic of productivity in a digital world, Dr Kristy's keynote insights and inspiration are used by elite corporate clients in Australia and internationally.

For executives, business leaders, human resources managers and staff who are always switched on, but rarely powered up, Dr Kristy provides the keys to lead, live and work more effectively and by government organisations.

She shares practical brain-based solutions to power up employees and leaders in the digitally-intense world they now operate in. Kristy arms audiences and clients with the latest evidence-based strategies to decode the neuroscience underpinning peak performance in the technological era.

Kristy's on a mission to leverage and decode the neuroscience of sustainable peak-performance so that employees, leaders and entrepreneurs can go from floundering to flourishing in the digitally-demanding world they now live and work in life. She challenges the dominant paradigm that you need to pay a success tax by sacrificing your physical health, mental wellbeing and/or relationships in the pursuit of success: you don't need to burn yourself out, experience chronic stress, live in a perpetually exhausted state to be successful. Living a life of high-performance doesn't need to equate to being a low-res version of you.





When you work *with*, rather than *against* your neurobiology, you can experience success without sacrifice. You can live a high-res life. Her tools for peak-performance in an age of AI automation and digital innovation play a critical role in the modern workplace to optimise efficiency, facilitate communication and collaboration and drive both productivity and wellbeing. Dr Kristy is the author of the award-winning book *Dear Digital, We need to talk* and *Raising your Child in a Digital World*, and is a former educator in public and private schools. Dr Kristy also lectured at Macquarie University and University of Notre Dame, and she has a PhD on the impact of digital technologies on the human brain and body.

Dr Kristy has conducted numerous evaluations and research studies for the New South Wales Department of Education and Communities, and is regularly called on by the media to translate the latest research about how our digitalised lives are shaping our wellbeing, productivity and performance.



# Captivating. Motivating. Amusing. Interactive. Unforgettable. *Funny.*

Dr Kristy is renowned for her ability to customise each presentation and forge genuine connections with diverse audiences. **She provides encounters that not only enlighten but empower, and is a master at equipping leaders and staff with the tools for greater focus and optimised performance in the digitally-demanding world we now work (and live) in.**

Her content includes diagnostic tools, the latest research, and habits the audience can implement. Dr Kristy's talks are more than just a podium moment.

**She takes the biggest topic of our time – how to harness our valuable focus – and moves it from the spotlight to insight.**

These habits improve the lives of the audience, as well as their workplaces and even families, long after the microphone has been switched off.





## KEYNOTE TOPICS & WORKSHOP



## SIGNATURE KEYNOTE

IN-PERSON OR VIRTUAL KEYNOTE.

# POWERED-UP PERFORMERS

## DECODING THE NEUROSCIENCE OF PEAK-PERFORMANCE IN THE AGE OF AI

This keynote arms delegates with the science to power-up their performance in the digitally demanding world we now live and work in. Power-up your top-performers with practices and protocols grounded in the latest neuroscience and cutting-edge neuro-technology.

We're living in a time of lightning-fast digital transformation. As that pace increases, so too are rates of chronic workplace stress and burnout, resulting with AI and digital advancements radically changing how we work and live in powered-down performers. What the latest scientific research tells us is that many of the widely accepted digital behaviours we've adopted, are actually counterproductive to optimal human performance and detrimental to our wellbeing.

AI has created a world in which we're now able to perform at levels that actually POWER UP rather than BURN OUT our workforce. The only thing that stands in our way? Learning how to leverage technology and AI in ways that support, rather than drain, our Human Operating System (hOS) - the ways our brains and bodies are neurobiologically designed to function.

This keynote will empower your top-performers to ensure their digital behaviours are compatible with their hOS, so they can catapult their performance and bolster their wellbeing. Equip your people with the neuroscience that underpins sustainable success and peak-performance, so that they don't have to pay the 'success tax' because...

*When your people thrive, your business thrives.*



In this highly interactive keynote, Dr Kristy will equip your audience with science and (simple) strategies to not only survive, but thrive in this new world of rapid digital acceleration. Dr Kristy will explore the three components in her **Flourishing Framework** to help delegates understand:

- How to build their **stress adaptability**, so their stress cannot only be managed but can in fact be a catalyst for performance;
- How to optimise their **Focus Quotient (FQ)** and build a fortress around their focus, so they can stop distractions from denting their productivity and leverage their power-zone hours (delegates will learn how to optimise the contours and cadence of their workdays according to their unique Chronotype)
- Why they need to **reframe recovery**, by exploring the science that underpins sustainable peak-performance

Dr Kristy will tailor the presentation, based on the aggregated results from her **Neuro-Performance Profile Tool** that delegates will either complete before or during the keynote. Delegates will leave with a personalised **Power-Up Plan** identifying the brain-based micro-habits that they'll apply to bolster their performance so they leave with an actionable, customised plan to power-up their performance.



# WORKSHOPS

DELIVERED IN-PERSON OR ONLINE FROM KRISTY'S PROFESSIONAL STUDIO.

**POWERED UP, ~~NOT POWERED DOWN~~, IN A DIGITAL WORLD.**

***Using neuroscience to elevate human performance.***

Four workshops to thrive professionally and personally in the digital world.

1. **FORTIFY YOUR FOCUS**
2. **OPTIMISE YOUR WORKDAY**
3. **AMPLIFY YOUR DIGITAL WELLBEING**
4. **POWERED-UP WOMEN**

**Dr Kristy translates the latest neuroscience, psychology and technology research into practical and simple micro-habits to help individuals and teams to thrive in the digital context.** To embed meaningful learning Dr Kristy can deliver a one-off or a series of workshops, in-person or online.

Dr Kristy understands that many people today are suffering from infobesity and 'digital dementia'. Research confirms that humans experience the 'forgetting curve', which suggests we only retain about 20% of new information three days after hearing it. To combat this and ensure that new learning is embedded within your organisation, Kristy has developed a comprehensive range of workshops that can further embed learning after a keynote, or be used as part of your organisation's learning programs. These workshops can be implemented in a stand-alone series, or in addition to a keynote.



## WORKSHOP

DELIVERED IN-PERSON OR ONLINE FROM KRISTY'S PROFESSIONAL STUDIO.

# FORTIFY YOUR FOCUS

***"FQ IS THE SUPERSKILL OF THE 21ST CENTURY. IT'S MORE IMPORTANT THAN OUR IQ AND EQ," DR KRISTY GOODWIN.***

Amplify Focus Quotient (FQ) in an attention economy. Don't let the "pings" and "dings" dent your productivity.

### **Attendees will learn how to:**

- identify the chief distractions in your workdays and discover the cost this is having on your productivity
- maximise focus in the digitally-demanding world we now work in
- optimise your FQ (Using brain-based protocols to bolster attention)
- build a fortress around their focus to stop digital distractions putting a dent in productivity.

### **Session overview**

Delegates complete Dr Kristy's **What's My FQ? Assessment** and **Chronotype Assessment & Individual Report tools** before the presentation to provide powerful insights and enable Dr Kristy to tailor the session.



## WORKSHOP

DELIVERED IN-PERSON OR ONLINE FROM KRISTY'S PROFESSIONAL STUDIO.

# OPTIMISE YOUR WORKDAY

### Brain-based protocols to optimise productivity and sustain wellbeing.

Learn how the brain and body function throughout the day to leverage productivity and wellbeing. Organise workspaces, your time and focus according to neuroscience to bolster performance. This workshop will equip your team with the skills to work and live in harmony with their Human Operating System (hOS), which is how their brain and body are biologically designed to operate so they can flourish in the digitally-demanding world they now live and work in.

### Attendees will explore a menu of micro-habits that will:

- **reduce the micro-stressors** in their days (especially the invisible but invasive digital stressors) and **bolster their stress tolerance and resilience** so that they can use stress to drive performance and wellbeing;
- optimise their **focus quotient** by understanding how they can set their days up (in terms of their time, energy and physical location) to bolster their focus and productivity;
- explore the science of **rest and recovery** to bolster sustainable performance, mental wellbeing and physical health; and
- consider their team's **digital guardrails** (these are the digital norms, practices and principles that underpin how they work) that will make work, work for them, their clients and their organisational goals.

### Session overview

Delegates will get access to Dr Kristy's **Neuro-Performance Profile Tool** and **Individual Chronotype Assessment & Report** prior to the presentation. This will allow Kristy to tailor each workshop according to the results. The workshop will be a combination of information presentation, discussion and hands-on activities. Delegates will leave with their own customised **Powered-Up Plan** which will identify the microhabits that delegates will implement after the event.



## WORKSHOP

DELIVERED IN-PERSON OR ONLINE FROM KRISTY'S PROFESSIONAL STUDIO.

# AMPLIFY YOUR DIGITAL WELLBEING

**Explore how digital habits and behaviours are impacting physical health and mental wellbeing.**

Learn how technology tethering affects sleep, stress and exhaustion levels, as well as vision, hearing and musculoskeletal health.

### **Attendees will learn how to:**

- harness the power and potential of technology, without it eroding wellbeing
- protect their basic biological needs such as sleep, movement and human connection
- optimise mental wellbeing and physical health in the age of AI (without proposing delegates do a digital detox or cancel their Netflix subscription)
- ensure that wellbeing investments yield greater returns.

### **Session overview**

Delegates will have access to Dr Kristy's **Neuro-Performance Profile tool** before the presentation to provide powerful insights and enable Dr Kristy to tailor the session.

Delegates will leave the workshop with a personalised Power-Up Plan that identifies the three micro-habits they'll embed to amplify their digital wellbeing.



## WORKSHOP

DELIVERED IN-PERSON OR ONLINE FROM KRISTY'S PROFESSIONAL STUDIO.

# POWERED-UP WOMEN

More women than men are experiencing stress and burnout. Explore how the invisible domestic and digital loads, shouldered by many women, have left them feeling overwhelmed and stressed, both at work and home.

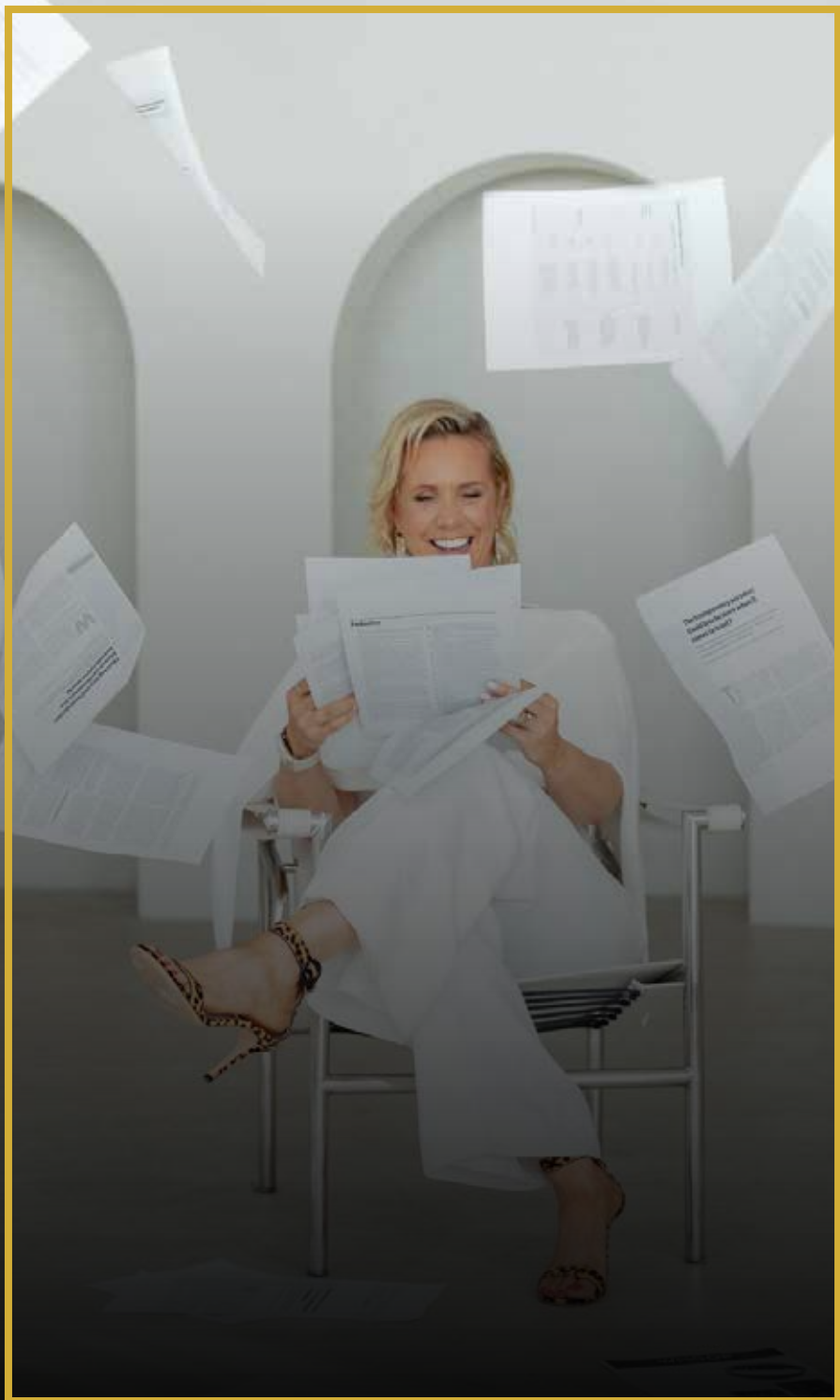
**In a 2023 Women's Agenda data revealed 77% of women said they'd experienced burnout in the past 12 months. The State of Workplace Burnout 2024 report revealed that 42% of women, compared to 30% of men, are experiencing burnout.**

### Attendees will learn how to:

- better manage stress and burnout using brain-based solutions
- optimise performance in a digitally-intense world using neuroproductivity protocols
- leverage the positive potential of AI and other technologies to empower women's wellbeing and performance (and accelerate gender equality).

### Session overview

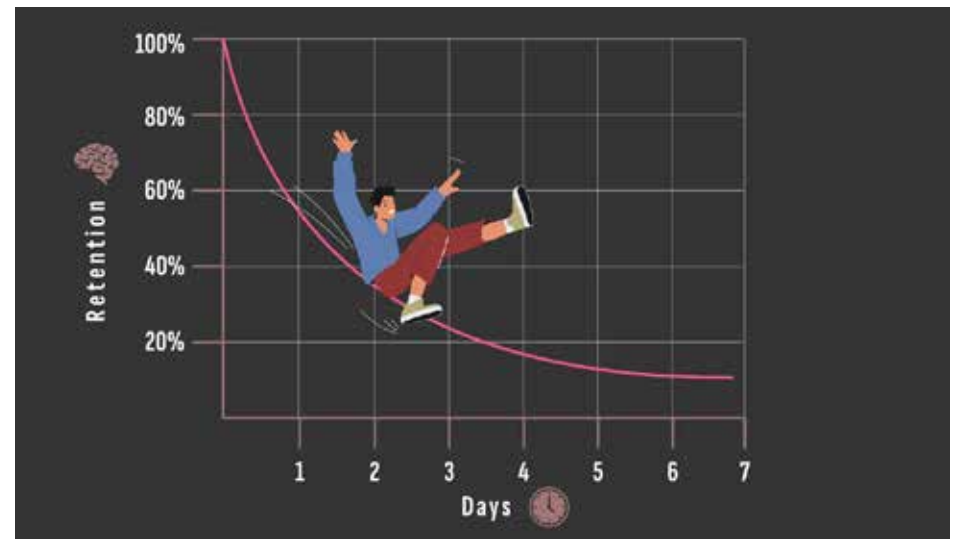
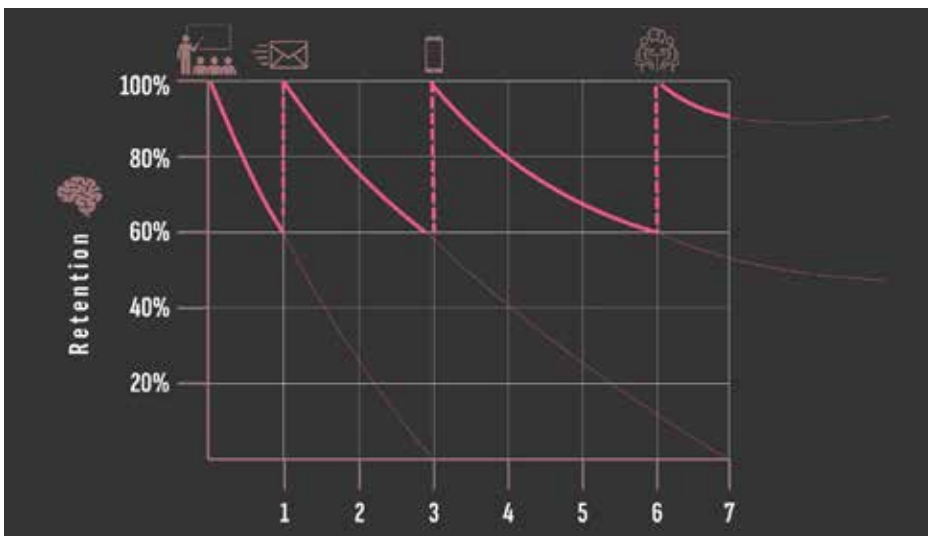
Delegates will have access to Dr Kristy's **Neuro-Power Profile Tool** during the session. Women will leave this presentation with a **customised Power-Up Plan** by identifying the 1-3 micro-habits they'll implement to power up their performance.



# Why does Dr Kristy offer more than ‘just a *KEYNOTE*’?

As a neuroscientist, Dr Kristy understands how our brains work and learn best.

There's a phenomenon called the '**Ebbinghaus forgetting curve**' that confirms that people, on average, forget approximately 50% of new information within an hour of learning it and an average of 70% within 24 hours. Add to this, other research shows that our memory capacity is shrinking because of '**infobesity**' (we're consuming around 74GB of data every single day). As a result, many people are today experiencing '**digital dementia**'.



To compensate for this, Kristy offers an eBook summary after each keynote and provides additional learning experiences, beyond a keynote, to embed and extend the learning, including virtual masterclasses, coaching and online and physical resources.

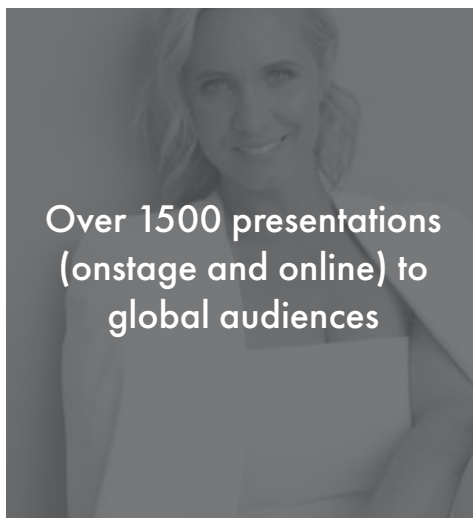
By offering these additional learning opportunities, Dr Kristy provides your team 'spaced learning' options which allows them to revisit her material at regular intervals which combats the forgetting curve.



Certified Speaking  
Professional &  
Award-winning speaker  
and researcher



Australian Post-Doctoral  
Fellowship Winner



Over 1500 presentations  
(onstage and online) to  
global audiences



*“Kristy is a fantastic  
speaker who goes  
above and beyond to  
ensure a great session  
for participants.”*

Takeda International



## JUST SOME OF THE CLIENTS EVAN HAS WORKED WITH



## ENQUIRY PROCESS

### 1. CHECK AVAILABILITY

To book Dr Kristy Goodwin for your next event or to chat to the team, call [0433 059 111](tel:0433059111) or email [emma@tieronemanagement.com.au](mailto:emma@tieronemanagement.com.au)

### 2. REQUEST A PROPOSAL

All engagements are quoted individually and after a chat with the team you will be provided a customised proposal, including speaker fees and travel expenses.

### 3. APPROVAL AND PAPERWORK

The date is locked in, a contract issued and a deposit paid to secure your date.

### 4. PRE-EVENT PROCESS

We can provide any assistance with promoting your event, including the production of a teaser video to go out to your delegates. We will have a detailed briefing before your event and manage all the travel arrangements