

MARK POLLOCK

MARK POLLOCK MASTERCLASSES

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DELIVERING IMPACT

It is tough to deal with uncertainty and change. Your people won't do it by chance. With a high-impact catalyst you can help them act with the courage to make it happen.

Mark Pollock is that catalyst and that's why leaders worldwide have asked him to support their teams to remain resilient, adapt to change and collaborate with others for 20 years.



Using his hard-earned expertise, Mark has inspired millions of people to achieve more than they thought possible in hundreds of organisations worldwide as well as at TED, Davos, the World Economic Forum, F.ounders, InnoTown, EG and Wired.

As a speaker, he is best known for his 2018 TED Talk focused on resolving the tension between acceptance and hope delivered jointly with his fiancée, Simone George. It has gathered nearly 2 million views and has been subtitled in 17 languages.

Acknowledged as an expert in resilience, innovation and collaboration, Mark says, “The reason to bring in a speaker is to move the audience emotionally. It can never be about the speaker, rather it must be about engaging the audience to help them achieve more than they thought possible - that is what I aim to do every time.”



Microsoft's CEO, Satya Nadella, described Mark as one of “**the most inspiring people I met**” after they discussed the ways in which technology is changing how people learn.



Our expectations were high and Mark delivered an incredible session. He is clearly a thought leader in this space & we look forward to working with him again soon.”
Global Executive Vice President of Marketing & Global Diversity and Inclusion Officer, Unilever

MASTERCLASSES: FORMAT & TOPICS

Mark Pollock is delivering virtual and in-person masterclasses to leaders and their teams around the world, co-hosted with his colleague Paula Cunniffe.

Focusing on the themes of adapt, perform and collaborate, this 3-part masterclass series can be delivered individually or as 3 connected sessions. The masterclass themes are detailed overleaf.

Each package includes a 45 - 60 minute virtual or in-person masterclass, follow-up email with key takeaways and reading suggestions, and a bi-monthly inspirational email from Mark.

Masterclass Format

SECTION	DURATION	DETAIL
1. INTRODUCTION	6 mins	Client introduction & Paula introduces Mark
2. TALK	15 mins	Mark delivers a short talk to frame the session
3. INTERVIEW	20 mins	Paula interviews Mark to expand into practical tools
4. AUDIENCE Q&A	15 mins	Attendees ask Mark questions facilitated by Paula
5. WRAP-UP	4 mins	Paula wraps up and client outro

Masterclass Topics & Takeaways

Turning Challenges into Opportunities – The Resilience Cycle

The positive mental attitude industry requires us to be optimists. Yet optimists rely on hope alone and leave themselves open to becoming disappointed and demoralised if the best-case scenario doesn't play out.

In contrast, realists manage to confront the brutal facts while also keeping hope alive. The realists have resolved the tension between acceptance and hope by running both in parallel.

During this masterclass focused on how to adapt and build resilience, participants develop a deeper understanding of how to rapidly adapt to change and deal with uncertainty.

The masterclass prompts participants to reflect on how to:

- Respond to expected and unexpected challenges
- Confront the facts of their current reality
- Anchor themselves with a sense of control
- Chart a path through uncertainty

MASTERCLASS TOPICS

Exploring Performance Potential – The Competitor’s Mindset

In a world where challenges are inevitable, some people are held back while others are propelled forward. Either we sit on the side lines as spectators, or we step into the arena as competitors.

Competitors find a way to pursue success and risk failure. They define themselves by their willingness to try, displaying a mindset that values the endeavour as much as the outcome.

During this masterclass, participants reflect on the science of human performance and why recovery is a non-negotiable for reaching their potential.

The masterclass prompts participants to reflect on how to:

- Embrace a competitor mindset to reach their potential
- Use clarity, creativity and connection for peak performance
- Create the conditions to enter the flow state
- Treat recovery as a peak performance non-negotiable

Collaborating to Solve Complex Problems – The Trust Imperative

It is easy, even for world class performers, to work in isolation as soloists. Yet it is when we find a way to galvanise a disparate group of people around a common goal that we have a chance of making major breakthroughs. The question is how do we create the conditions for people to become collaborators?

When we’re operating in a stable environment, we need structure and hierarchy to scale existing solutions. But when challenges appear and the path forward is uncertain, we need something different. We need flatter collaborative approaches with people working together to achieve more.

The masterclass prompts participants to reflect on how to:

- Choose to be a collaborator not a soloist
- Create the conditions for collaboration
- Build trust with other people
- Develop high-trust teams

ABOUT MARK POLLOCK & PAULA CUNNIFFE

Mark's biography



Unbroken by blindness in 1998, Mark became an adventure athlete competing in ultra-endurance races across deserts, mountains, and the polar ice caps including being the first blind person to race to the South Pole. He also won silver and bronze medals for rowing at the Commonwealth Games and set up an international motivational speaking business.

In 2010, a fall from a second story window nearly killed him. Mark broke his back and the damage to his spinal cord left him paralysed. Now he is on a new expedition, this time to cure paralysis in our lifetime by exploring the intersection where humans and technology collide.

Chairman of Collaborative Cures and founder of the global running series Run in the Dark, Mark was selected by the World Economic Forum as a Young Global Leader, served on the Global Futures Council on Human Enhancement and as a UBS Global Visionary. He is on the Board of the Christopher and Dana Reeve Foundation (USA) and is a Wings for Life Ambassador (Europe).

Author of 'Making It Happen', Mark is the subject of the acclaimed documentaries 'Blind Man Walking' and 'Unbreakable – The Mark Pollock Story'. He has been awarded honorary doctorates by The Royal College of Surgeons in Ireland and also from Queens University Belfast. Furthermore, he holds a diploma in Global Leadership and Public Policy for the 21st Century from Harvard University, degrees from Trinity College Dublin and UCD Smurfit Graduate Business School.


Paula's biography




Everything Paula does is about harnessing the collective power of teams so that we achieve more together than we ever could on our own. As CEO of Strive Management, Paula manages the global operations for Mark Pollock's speaking business, as well as Run in the Dark, a global running series with 25,000 participants in 2,000 cities worldwide, and plays a key role in supporting the formation of a global network to cure paralysis in our lifetime.

A skilled and experienced coach, facilitator and communicator, Paula spent over 4 years as a strategic communications specialist working on national and international projects in Department of the Taoiseach, and started her career producing TV and radio documentaries.

TESTIMONIALS


 "Mark's ability to link his personal story to people's everyday life and work challenges was excellent. The session was not just about listening to an incredible story, it was a chance for everyone to really think about themselves. There is something in this talk for everyone."
Senior Director EMEA, Twitter

"I asked Mark to share his insights into sustainable high performance at our recent 'Unplugged' session at Google. The session was exactly the mix of theory and practice that I hoped Mark would deliver to prompt our team to think about their wellbeing."
Managing Director, Central & Eastern Europe, Google

 "As part of our ongoing collaboration with Mark through our Applied Science division, we invited him to share his perspective with our colleagues at the Mercedes-AMG Petronas Formula One Team. During a session called 'Collaborating to Solve Complex Problems' Mark and his colleague Paula Cunniffe provided deep insights into creating a culture of trust for high-performance. We look forward to working together further in the coming months."
Head of Corporate Communications, Mercedes AMG Petronas Formula One Team

Mark prompted us to consider how we, as leaders, turn challenges into opportunities and provided a mental model for doing it – facts, acceptance and hope. This isn't just a personal resilience story, it's a leadership lesson."
Group Chief Executive, Bank of Ireland

Switching from the in-person to on-screen format, Mark managed to engage even more directly and powerfully with our teams. I cannot think of anyone we have had present over the years who has been more inspiring and speaks with such resonance to so many of us.
Sir Alan Parker, Brunswick Group

 **Feedback from masterclass attendees**
"Truly inspirational. With all of the uncertainty and struggle and the moment, this talk really motivated me to change my thinking."

"One of the most engaging webinars I've ever experienced – Paula's interview really brought the session to life."

MARK POLLOCK

SELECTED CLIENT LIST

