

# ANTHONY TRUCKS

## TOPICS & DESCRIPTIONS

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*Whether you are looking for a speaker to motivate a stadium of 20,000 sales consultants or coach an executive boardroom of 10, Anthony delivers a tailored message that impacts each individual - leaving them with the tools to create lasting change.*

### **Make Shift Happen**

#### ***How To Up Your Game & Elevate Your Success In Life***

**Ideal Audience:** Corporate and General Audiences and can be tailored for Leadership, Sales, and your Specific Industry

**Value:** Increase personal productivity for yourself and your employees which leads to more bottom-line effectiveness, efficiency, and income.

Whether it's to raise the bar and access success at work, start a business, become an author, or reach the top of Mt. Everest, we all have big goals in life. But many of us spend more time talking about the things we want to do, than actually doing them. Yet every day we're surrounded by people who achieve really big goals. From executives to entrepreneurs to athletes, we all have someone we admire for the elite level of success they've achieved. But why were *they* so successful, when so many of us fall short of our goals time after time?

As a former NFL football player, American Ninja Warrior, and successful entrepreneur, Anthony Trucks knows it takes an incredible amount of work to achieve big goals and elite levels of success. But many times, there are necessary "shifts" standing between what we *want* to achieve and what we believe we're actually *capable* of achieving. Anthony believes these "identity shifts" are the KEY to reaching our goals, because they unleash the amount of effort, we put toward achieving them.

In this insightful and engaging program, Anthony shares how we can make the "shifts" that will skyrocket us to achieving our biggest goals. Learn the three core "shift stages" – See, Shift, and Sustain – and how elite performers use them to reach higher levels of success in their career, their relationships, and in life. Get ready to *Make Shift Happen!*

**Takeaways: In this program, you'll learn...**

- How our beliefs are linked to our behavior and how we perform each day
- What an "identity shift" is and how it's either keeping you from, or accelerating you towards, achieving your biggest goals in life
- The 3 "Shift Stages" and how they influence whether we achieve our goals - or not
- How to use the "Create Creates" method to achieve long-term success
- How to develop habits that help make achieving your goal easier

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### *Dark Work Wins*

#### *How to Optimize Your Identity For Peak Performance*

**Ideal Audience:** Corporate, Entrepreneurs, Athletes, and General Audiences and can be tailored for Leadership, Sales, and your Specific Industry

**Value:** Elevate yourself and your team's personal power, skill sets, and conviction to WIN, which leads to more impact, income, and limitless success.

Everyone has a desire to access their next level of success in life, but it's hindered by an unseen force holding them back. An inability to apply relentless pressure towards their dream and achieve it at all costs. Champions win not only because they have worked hard, but because they have outworked their competition and instilled a deeply rooted conviction to compete. They will die before they let someone who hasn't worked as hard as them beat them.

It's the work they've done in the dark that allows them to shine in the light.

As a former foster kid turned NFL football player, American Ninja Warrior, and successful entrepreneur, Anthony Trucks is an anomaly by any statistic and the only way he was able to shine in the light is because of his "Dark Work Experiences" that molded him, hardened him, and built up Dark Work Energy that fields his passion to succeed and shine in the light.

Most people want to "shine" without doing what's necessary to earn it, and they find themselves falling short of their potential for a lifetime. Anthony believes that when you finally understand the power of a Dark Work Experience, and how to properly and intentionally put yourself through one, you'll find the "hidden in plain sight" secret to unlimited success in absolutely any area of your life.

In this powerful and soul shaking program, Anthony shares how we can "Do The Dark Work" that will allow us to compete with conviction to shine our brightest in the light. Learn the three phases of a "Dark Work Experience" – Respect The Shine, Do The Dark Work, and Emerge – and how world class achievers utilize them to access levels of success in their career, their relationships, and in life that 99% of people never experience. It's time to do the work in the dark so NO ONE can take what is yours in the light!

**Takeaways: In this program, you'll learn...**

- How our skill sets, and brazenness to deploy our skill sets, are only developed in the dark
- The positive power, and critical need, of Dark Energy and how to tap into it at just the right moments
- What a "Dark Work Experience" is and how to do one on demand, not just when crap hits the fan
- How to "Define Your Shine" so you curate a vision that's magnetic to your soul
- Learn the single question you must ask yourself multiple times a day to tap into your Dark Energy and fuel your success