



# Paul Epstein

Paul Epstein is a former **NFL & NBA executive**, **2-Time bestselling author**, and keynote speaker who focuses on closing the **Confidence Gap** to create **transformative business change**.

Keynote Speaker  
2x Bestselling Author  
Confidence Expert  
Business Strategist

## Speaking Topics

- Power of Playing Offense in Defensive Environments
- How to Make Better Decisions Faster
- Purpose in Action: Scaling Championship Culture
- Closing the Confidence Gap in Sales

## Clients Include



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# Paul Epstein's Story

The average adult makes 35,000 decisions in a day. In today's climate of uncertainty, those decisions lead to record-breaking anxiety, paralyzing indecision, and exhaustion. What separates the people finding success, from those who are struggling? The confidence gap. Paul will show you how to close your confidence gap.

Paul Epstein is a former high-level executive for multiple NFL and NBA teams and the bestselling author of *The Power of Playing Offense* and *Better Decisions Faster*. His work has been regularly featured on ESPN, NBC, Fox Business, and USA Today.

During his 15-year pro sports career, Paul left a trail of outstanding accomplishments. In the NBA, he increased his team's revenue from 28th in the league to 2nd. In the NFL's league office, he broke every premium sales revenue metric in Super Bowl history. He also opened a billion-dollar stadium. Lastly, he founded the San Francisco 49ers Talent Academy, where he was known as the "Why Coach."

As an award-winning keynote speaker, Paul's impact is massive. He provides leadership development and culture transformation programs for companies and teams around the world.

## Featured Keynotes

### Power of Playing Offense in Defensive Environments

*How to Lead with Courage while Navigating Uncertainty*

- Learn to build an environment of intrinsic motivation.
- Cultivate a culture of grit and resilience to endure any climate.
- Know what the greatest leaders do, and how to scale these behaviors across organizations.

### How to Make Better Decisions Faster

*Unshakable Confidence when you Need it Most*

- Flip fear and uncertainty into clarity and confidence.
- Empower leaders to become decisive, aware, and intentional in their actions.
- Acquire an operating framework designed for speed, efficiency, and winning time back.

### Purpose in Action: Scaling Championship Culture

*How to Apply North Stars on Monday Morning*

- Learn how to align and connect organizational to individual purpose.
- Engage with activities to apply purpose to daily decisions, behaviors, and actions.
- Leave with the habits and rituals required to make purpose in action "stick."

### Closing the Confidence Gap in Sales

*The Mindset and Game Plan Required to WIN*

- Learn the best practices of elite performers and how they separate from the pack.
- Identify the confidence gaps that get in the way of optimal and sustainable performance.
- Leave with a toolkit to maximize confidence and performance immediately.



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## Testimonials

"Paul's energy is infectious, his stories touch the heart, and he instills a mindset to be your best. We all walked away with actionable tools to navigate uncertainty, battle through indecision, and perform with confidence, leaving us with a rallying cry to WIN MONDAY."

- Tre Menzel, Google Cloud, Head of Sales

"Paul's keynote exceeded all my expectations and my team was profoundly moved by his authenticity and heart-based storytelling. He helped Amazon understand the core values at the center of leadership such as compassion, character, and trust. Point blank, Paul's the best speaker we've ever had!"

- Oumar Diagne, Amazon, Finance Director

"Ever since Paul Epstein's keynote to our commercial sales team, the PLAYING OFFENSE mindset and 5-pillar game plan has had infinite impact in the field and beyond. Our team was inspired with purpose, became more resilient, built more trusting relationships, and our culture is that much stronger thanks to Paul. Couldn't recommend him more!"

- Linda Gordon, Johnson & Johnson, Commercial Marketing Leader

"Paul was born to inspire and help others grow into their full potential. He has a unique passion for life, and for people, bringing a special energy to his talks that inevitably becomes a catalyst for positive change. As great as he is in the boardroom, he's even better in life."

- Greg Holmes, Zoom, Former Head of Sales & Corporate Strategy

"Paul's keynote touched our head, heart, and hands. The mindset shifts were transformational, our hearts are now our competitive difference, and our hands are inspired to action. His ability to teach others to win one day, one decision, and one action at a time drives IMMEDIATE ROI in a way that's unparalleled in our industry!"

- Greg Kish, SoFi Stadium, Head of Revenue

"Incredibly impactful message! Our goal was to motivate our elite sales people during a critical quarter at ADP - Paul's keynote accomplished that tenfold."

- Amy Cordes, ADP, Director Continuous Sales Learning & Development



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