



# 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  
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 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. Mel Robbins has described Paul's speeches as the "ultimate guide to confidence and courage — one decision at a time."

## 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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