

# CJ McClanahan

## Speaker, Advisor, Recovering Overachiever

CJ McClanahan is a sought-after speaker, author and advisor. Since 2003, he's spent more than 10,000 hours in front of entrepreneurs, executives and their teams helping them to achieve record sales.

A few years after starting his firm, CJ noticed no matter how much success his clients achieved, few ever seemed to truly enjoy the journey. It didn't matter if they doubled their income or became CEO – it never seemed to be enough.

The standard definition of success isn't delivering the desired results. CJ is obsessed with helping others refocus on what is most important – both personally and professionally.



## Keynote Topics

### Worry Much? A [recovering] overachiever's guide to purpose, productivity and peace

In one of the largest studies of burnout, Gallup found that *60% of people are emotionally detached at work and 19% are miserable*. The study further found that employees in the United States and Canada are some of the most worried and stressed-out workers *in the world*.

CJ will give audiences tangible strategies to rise above the chaos and focus on a healthier lifestyle without sacrificing their ambitions.

### Time is More than Money

You are bombarded with information from the moment you open your eyes in the morning until you go to sleep at night. Technology has convinced you that you should be able to get more done in less time. As a result, we all wonder - "How can I get everything complete, without having a nervous breakdown?"

CJ details proven strategies that help the modern professional regain a reasonable workload and lifestyle without sacrificing achievement.

## Key Takeaways

- ▶ Our current challenges and impact of stress on our mental and physical well-being
- ▶ Definition of success that empowers you to focus on what matters most
- ▶ Powerful and proven strategies you can immediately implement to break the "Overachiever's Trap"
- ▶ Identify what's really important
- ▶ Learn tangible ways to prioritize and schedule effectively
- ▶ Gain proven tactics to reduce distractions

# Keynote Topics, Cont'd.



## Tame the Turnover

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Your best employees are getting LinkedIn messages from recruiters on a regular basis. Unfortunately, there's nothing you can do about it. However, you can decrease the likelihood that they respond and stay focused on the task at hand – growing your company.

CJ provides leaders with the tools necessary to increase retention and productivity as well as attract the best people in the marketplace.

## Calm the Chaos in Your Mind

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Anxiety, stress, and worry are words we've become used to hearing a lot in the past couple of years. For many, these emotions feel overwhelming and lead many to wonder, "Is there something wrong with me?"

CJ will share his emotional journey with anxiety/depression and simple keys for feeling better.

## Automatic Leadership: The Foundation for Building Your People

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People are irrational, emotional and unpredictable. Yet, without them you can't run your business. Unfortunately, most leaders believe that as long as your name is above someone else's on the org chart you should have no problem getting them to do what's necessary.

Rarely, if ever, does it work that way. In this keynote, CJ will teach you how to get the most out of each member of your team.

## Key Takeaways

- ▶ Discover what your employees care about
- ▶ Tactics to engage and focus your team
- ▶ Practices to inspire your best employees to recruit their friends
  
- ▶ Why stress and chronic anxiety are different
- ▶ Why mental health is so difficult for professionals to address
- ▶ Proven tactics for addressing the real issue
  
- ▶ Uncover what really motivates someone
- ▶ The best method for setting clear expectations
- ▶ Encourage effectiveness and handle uncomfortable conversations