

kognitive

[www.kognitive.com.au](http://www.kognitive.com.au)



# Inspire and empower your audience.

Interactive, insightful, science-backed keynote presentations which entertain, educate and inspire, firing the imagination and instigating positive change.



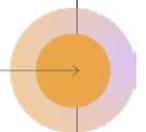
## Let's make your next conference one to remember.

Imagine an event where people were glued to the edge of their seats. Where they learned new things about themselves, their brain and their performance that not only fascinated but inspired them. Imagine them walking away with practical tools that had the potential to make a real difference in their day, their career and their life.

When you work with Kognitive, there's no need to imagine – we turn it into a reality. Our keynotes present new ideas backed by scientific rigor in a way every participant can understand, get excited about and apply in their lives. Delivered by Kognitive's founder and managing director, Ethan Glessich, learn why our keynotes are frequently voted as best at conference.



BOOK A DISCOVERY CALL  
(03) 8300 6408  
HELLO@KOGNITIVE.COM.AU





*“Ethan has delivered over 30 presentations at CPA Australia conferences and multiple to our team. His presentations are consistently rated as one of the best at conference.”*

**ROB THOMASON**

Executive General Manager, Education



## Meet the speaker.

Ethan Glessich is no ordinary presenter. An aerospace engineer turned productivity expert turned paragliding acrobatic pilot turned Kognitive founder – your audience is in for a treat.

Ethan's journey – and Kognitive's story – begins in 2008, 20 metres off the ground. Dangling by his paragliding gear having just survived a 1000-metre fall after a mid-air malfunction, a lot snapped into focus for Ethan. He walked away from that accident without a scratch but with a deep motivation to contribute something meaningful to the world. That drive led Ethan to found Kognitive.

As managing director of Kognitive, Ethan leverages cognitive science, data and flow to help business leaders transform their personal and business performance. His innovations have won an accolade of awards and recognition from organisations such as PwC, Smart Company, MIT, RMIT and The City of Melbourne, and Ethan has personally helped leading companies such as Wesfarmers, Mars Chocolate, CPA Australia, and the Heart Foundation transform their approach to operational excellence.

Ethan's presentations will leave your audience sitting on the edge of their seat. Drawing from his paragliding adventures, hands-on business experience and cognitive research, they provide the perfect blend of entertainment, education and engagement. Sprinkled with interactive brain games, cognitive insights, humorous anecdotes and practical tools, Kognitive's keynotes inspire, equip and empower your attendees to make a real difference to their work and lives.

KEYNOTES

## Topics which transform.

<b>FOCUS</b>	Unleash peak performance by exploring the science of focus
<b>ADAPT</b>	Transform team agility with insights from decision science
<b>PRIORITISE</b>	Overcome cognitive biases and master prioritisation
<b>ELEVATE</b>	The science of creating a high performance organisation
<b>BREATHE</b>	Fortify mental health and wellbeing with cognitive insights
<b>CUSTOM</b>	Customised or custom-built to align with your event's goals



## FOCUS

Unleash peak performance by exploring the science of focus

Our jobs demand more concentration, precision and lateral thinking than ever before, but it's become almost impossible to focus at work these days. The rise of collaboration and social tools such as Slack, email, Facebook, Twitter and more means that there's unprecedented demand for our attention. So how do you perform at your best?

Kognitive has the answer. In this interactive and insightful presentation, prepare to be confronted as we explore the science of focus and the limitations of this precious mental capability. Kognitive's, founder and managing director, Ethan Glessich will help you uncover the true cost of our distracted world, the amount of information the brain can really process, the truth behind multitasking, task switching, attention span and more.

We promise that you won't forget this presentation – Ethan will put your attention to the test and reveal how cognitive science can help you transform your focus, drive up productivity, and create a high performance, highly focused culture.

**This interactive presentation will:**

- Improve your ability to concentrate and focus.
- Create a focus friendly, productive work environment.
- End the multitasking debate with hard science.
- Obtain some much needed mental space and clarity.
- Improve team collaboration and engagement.



## ADAPT

### Transform team agility with insights from decision science

It's said that no plan survives contact with the enemy, but sometimes that enemy is you. While the people and tools around us can – and often do – distract us, our agendas, project plans and schedules are frequently undone by a culprit a little closer to home – our own brain.

If your job is fast-paced and cognitively demanding, there's a real need to balance strong planning with the ability to adapt. Lucky for us, planning is a core cognitive strength, but when work becomes too complex or fast-paced, the brain's standard decision-making process can transform from an asset to a liability. We can get lost in the detail, go down the wrong path, or get derailed by our biases, resulting in missed deadlines, overrun budgets or worse.

All of this can be avoided if we build systems which proactively help us make optimal decisions and keep us on track. Kognitive's Adapt workshop and keynote does just that. Starting with the science of how the brain organically forms and adapts a plan, we uncover where it comes unstuck and how you can refine your tools, processes and systems to ensure you and your team are on track to achieve your goals in the shortest possible time, every time.

#### **This interactive presentation will:**

- Better understand the core cognitive drivers and shortcomings of the brain's decision making and planning processes.
- Discover how to cultivate maximum agility without sacrificing direction.
- Build more proactive, productive work habits and processes.
- Unite and align your team.
- Achieve your goals – faster.
- Improve team collaboration and engagement.

## PRIORITISE

### Overcome cognitive biases and master prioritisation

Prioritisation is simple. All you need to do is decide what is most important, and do it, right? Wrong! Why is it that day after day, we can make the perfect prioritised list, but finish the day with none of it done? Why do we have these internal struggles around doing what we know is important? Why is it that procrastination plagues even the most successful of us?

Prioritisation without action is really just words on a page. If you have decided one task is more important, but then do something else, have you really prioritised it? Of course not. True prioritisation is investing your time in that which matters most.

In this workshop, we teach you how to make that investment consistently and intelligently. The first step is to understand the cognitive component. Intellectually identifying what is truly important is a skill in its own right. Knowing how the brain works – why it chooses one task over another, how it makes decisions – is the first step towards reshaping your behaviours. This is where traditional prioritisation ends.

The true test of prioritisation is what you actually do. It's here that our emotional networks come into play, where understanding how you reward behaviours, sabotage your former decisions and guide your actions to other activities determine what happens next.

To truly master prioritisation and spend our limited time on what is most important, we need to master both dimensions. Through this workshop, you'll gain a newfound understanding of how your brain naturally prioritises, why it procrastinates, and how you can redirect that energy and take control of those cognitive processes to get more done.

#### **This interactive presentation will:**

- Explore the cognitive machinery of prioritisation and procrastination.
- Uncover five simple tools to radically improve your prioritisation.
- Improve your ability to manage conflicting priorities.
- Help you overcome procrastination and take action.
- Inspire you to invest your time in that which matters most.



## ELEVATE

### The science of creating a high-performance organisation

The most important asset of any organisation is its people. The right staff, making the right decisions, with the right support is a sure path to success. Yet creating an optimal environment, operating rhythm, alignment and accountability for our staff to bring our strategy to life can be illusively complex. And if not managed effectively, can often do more harm than good.

In this insightful workshop, Kognitive's founder and managing director Ethan Glessich, will reveal how new discoveries in cognitive science are shining light into how we can build better tools, processes and cultures. Spliced with insightful brain games, pragmatic execution strategies and engaging dialogue, you'll discover how science can help us refine our approach to crafting a high-performance organisation.

**This interactive presentation will:**

- Explore the cutting-edge science of how the limitations of our cognitive capabilities complicate strategy execution.
- Reveal how an awareness of our cognitive strengths and weaknesses can help us craft more effective organisations.
- Deliver 5 practical tools your attendees can apply immediately to start their journey to elevating the performance of their organisation's culture.
- Review the 7 key domains of Kognitive's Performance Pyramid and how you can use it to optimise your tools, processes and culture.





## BREATHE

### Fortify mental resilience and wellbeing with cognitive insights

The mind is a powerful tool, capable of sophisticated planning, prioritisation and creativity. But these thoughts don't happen in a vacuum. When times are tough, when life is challenging and when the news is bad, the mind can work against us, generating thoughts and emotions we don't want and interfering with our ability to lead a healthy, happy and productive life.

There's often no changing the bad times, but there are ways of changing how we respond to them. Breathe is an enlightening keynote from Kognitive, examining the importance of mental resilience and the scientifically proven ways we can all build it. Kognitive Managing Director Ethan Glessich draws on decades of research into cognitive science and his own personal life challenges, to help your audience synthesise the tools they need to build resilience into their day and live.

With current events so chaotic and stressful, looking after your people has become a top priority for any decision-maker. Give your employees a truly meaningful gift – invite Ethan into your workplace and help your staff unlock their own mental resilience with this timely and engaging keynote. They'll reward you with heartfelt thanks and elevated productivity.

#### **This interactive presentation will:**

- Give your attendees the tools they need to strengthen their mental resilience.
- Reveal the latest scientific discoveries of how we can lay the foundation lasting mental wellbeing.
- Show how small changes can lead to monumental shifts.
- Help build a more resilient, productive workforce and culture.
- Inspire your audience to take action today.

## CUSTOM

### Customised or custom built to align with your event's goals

Do you have an idea for a keynote presentation or workshop but are not sure how to turn it into a reality? Leverage Kognitive's extensive expertise in building high impact keynote presentations and workshops and have our team build you a presentation to make your next conference one to remember. We'll conduct research in the science behind your challenge or desired outcome, build interactive activities that deliver key insights, and co-develop practical takeaways with you, that leave a lasting impression on your audience. We can even train your trainers to enable you to roll it out in a cost effective, controlled manner through-out the organisation. If you've got a particular idea or message in mind, get in contact and let's turn it into a reality.

# Testimonials.

*I had the recent privilege of attending a Kognitive keynote at the RMA annual conference. From the outset I must say it was one of the most refreshing and practical learning experiences I have been exposed to in my adult life.*

*The essence of Ethan's presentation was centred around individuals learning how their brain works and reacts under different circumstances. That may not sound like ground breaking news, but what is unique is the way he presents his concepts, and more importantly, provides you with extremely practical tools that will allow you to develop and achieve your goals from both a business and personal perspective.*

**DALE MUIR**

Revenue Property &  
Customer Service Manager



*Ethan has an inspiring story to share – personally and professionally. My colleagues and I left Ethan's keynote feeling both uplifted and grounded at the same time... with many practical things to take away and implement. It was a breath of fresh air. Thank you Ethan.*

**DEBRA HOLDER**

Director of Public Sector  
Innovation Network



*Thank you for your passion, insight and energy. Our leadership team loved it. You made us all think twice about some important things we all take for granted each day.*

**TARA HANLON**

Human Resources Director



*Thank you for such a data rich, compelling and entertaining address . You were a hit! And your messaging was such that you really made an impression and convinced many of our leaders of the absolute need to change – which is fantastic. We need our leaders to look after themselves and your scientific, brain centred angle was very relevant.*

**ELEISHA NEILL**

Learning & Development  
Manager



*Ethan has been a frequent guest speaker at our executive MBA programs. He is an extremely engaging and motivating speaker and the content is exceptional. What really separates Ethan's presentations is his ability to make complex neuroscience relatable, practical and entertaining. Year after year our students cite his keynote presentations one of the most insightful sessions in the executive MBA.*

**DR. MARCUS POWE**

Program Director



*I saw Ethan present at a CPA Australia conference and invited him to run an extended session for our leadership team in New Zealand. He went above and beyond to ensure his message connected with our team and even helped us shape our program to get the most out of the insights after the session. The feedback from the team has been exceptional and we are already well on the way to putting in place the framework and tools.*

**ROSE ANN MACLEOD**

Chief Financial Officer



*Thank you so much. We've had an enormous amount of positive feedback from your presentation. It was great to have you form part of our national leadership conference. You delivered an extremely strong presentation which was highly relevant to our audience.*

**MELANIE UNTERSTEINER**

Business Advisor to the  
Chief Financial Officer



*We have used Ethan and Kognitive at both CPA Congress and at staff workshops. Ethan provides terrific insights to uncover what stops staff from fulfilling their productivity potential. We have since been able to focus on the most relevant challenges to drive up efficiency while adding real value to our members and staff.*

*The keynote Ethan delivered for the Education Team got my staff thinking differently about some very important and often overlooked productivity issues. The interactive exercises and scientific explanation of how our brain concentrates was extremely insightful and engaging and has inspired the team to make a positive difference.*

**ROB THOMASON**

Executive General Manager  
Education



*Kognitive's keynote was extremely well received by our staff. Everybody was highly engaged and I had a lot of people come and tell me how great the session was in the days that followed. I am proud to say that I'm still using some of the tools presented and the impact on my focus has been nothing short of impressive.*

**BEN O'HARA**

Dean





# Want Ethan to speak at your next conference?

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# FAQ.

## **What makes Kognitive's keynote presentations unique?**

Three key factors make our presentations stand out from the crowd.

1. **The presenter** – Ethan Glessich has a unique blend of practical experience and technical insight combined with a passion to connect and inspire, which leaves a lasting impression on audiences.
2. **The science** – We've gone to great lengths to make the latest scientific performance breakthroughs relatable, understandable and practical. Rather than regurgitating the latest pseudo science from the blogosphere, our presentations are built upon Kognitive's own in-house research led by our in-house neuropsychologist.
3. **The delivery** – We've used our insights about how the brain works to deliver truly inspirational presentations. Our presentations include interactive brain games, humor, passion, conversation, stories and pragmatic tools to keep audiences entertained, engaged and empowered.

This is why our presentations are frequently cited as best-at-conference.

## **How long are the keynote presentations?**

We are able to deliver keynote presentations in a variety of lengths from 45 minutes to 90 minutes. Longer form presentations are available, however we recommend running these in a workshop format. You can learn more about our workshops on our Training page. Make a booking enquiry to discuss what presentation length will best suit your event.

## **What is the largest group size you are able to accommodate?**

There is no limit. We are able to present to an audience of any size, from ten to ten thousand people.

## **Are you able to deliver keynote presentations online?**

Yes, we have customised versions of our keynote presentations for online delivery.

## **Are you able to customise your presentations to meet our event theme and audience?**

Yes, minor customisation is included in most of our keynote packages. We are able to make major customisations or custom build a presentation for an additional fee.

## **What are the locations you are able to deliver keynote presentations?**

We are able to deliver presentations at most locations around the world. Additional fees apply for locations outside of Melbourne. Some of the locations we have delivered keynotes or training include Melbourne, Sydney, Canberra, Perth, Adelaide, Darwin, Auckland, Christchurch, Barcelona, Madrid, London, Lisboa and Zurich.

## **Are you able to deliver presentations after hours, on weekends or public holidays?**

Yes, we are able to deliver presentations after hours, on weekends or public holidays. Presentations delivered outside of business hours incur additional fees.

## **What are your AV requirements?**

We require the ability to connect our Macbook Pro to a projection technology capable of outputting at a 16:9 aspect ratio. The presentation must be run from a Kognitive device. We also require a headset microphone (or lapel if a headset is not available), handheld microphones for audience participation, flipcharts and access to the sound system. Specific AV requirements differ between presentations and will be confirmed once you've made your booking.

## **What are the fees for a keynote presentation and what is included?**

Our fees for keynote presentations range from \$5000 to \$15,000 + GST depending on audience size and location. This includes:

- Preliminary brief with event organiser to better understand event goals, theme, keynote desired outcome and audience demographics.
- Minor keynote customisation.
- Rehearsal of keynote presentation.
- Travel time to and from the event location.
- Arrival 30 minutes prior to connect and test AV.
- Post event feedback survey.
- 1-page impact summary report.

Book a discovery call to evaluate fees and options in more detail.

## **How can I confirm your availability?**

Book a discovery call to confirm our availability.

**Have another question? [Send us an email.](#)**

**Positive change  
starts by inspiring  
a new mindset.**

