Neuro-Performance Scientist

Australia's leading expert on peak performance *in a digital world*

Leveraging science to optimise your performance

DR KRISTY GOODWIN



www.drkristygoodwin.com info@drkristygoodwin.com

Science simplified.
Performance amplified.

"In a digital world teeming with digital distractions, your focus quotient (FQ) is THE superskill of the 21st Century," Dr Kristy.

NEURO-PERFORMANCE SCIENTIST

KEYNOTE SPEAKER

AUTHOR

EXECUTIVE COACH

CONSULTANT



Invest in more than a podium moment.

Provide an encounter that not only enlightens but empowers.

A keynote, workshop, or advisory session is only as valuable as the impact it brings afterwards or a series of virtual masterclasses.

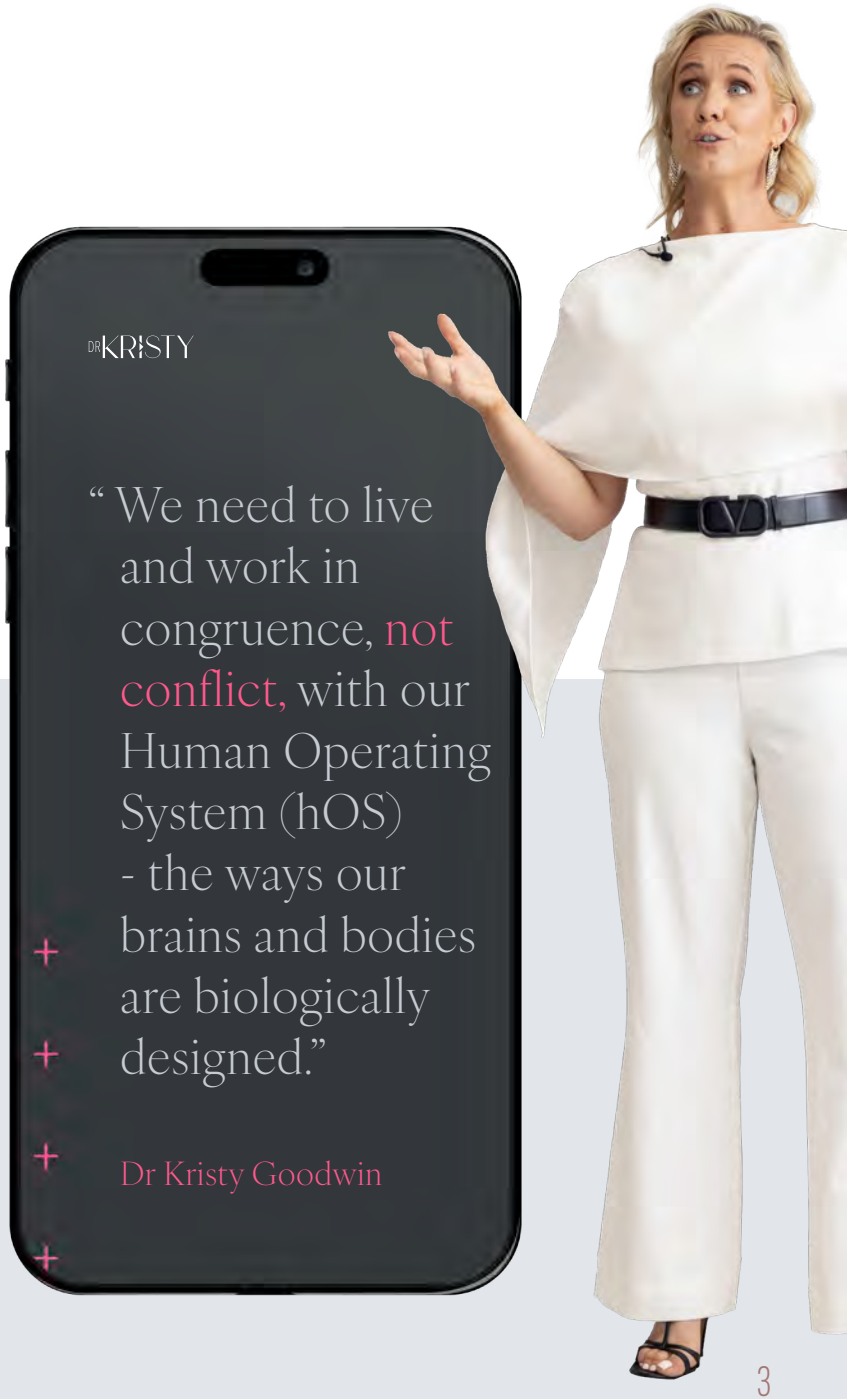
Dr Kristy

Dr Kristy Goodwin

www.dr**kristy**goodwin.com info@drkristygoodwin.com

"...kept the audience engaged the whole time... backed by data and research..." RESERVE BANK OF AUSTRALIA

"...a huge buzz around the office with great conversations Kristy led." *Apple South-East Asia*



Our digital habits have left us:

- distracted and depleted,
- disconnected and disillusioned,
- stressed and swamped,
- busy and burnt out,
- frantic and frazzled.

As humans, we're not designed to be:

- always on
- rarely focused
- never recovered

We're living and working in ways that are incongruent with our neurobiology.

We've adopted digital behaviours that are at odds with our Human Operating System (hOS) - the way that our brains and bodies are biologically designed to operate.

Dr Kristy takes audiences from powered down and burnt out to powered up and thriving.

The problem is clear

The productivity paradox

The digital workplace technologies that were supposed to make us more productive, haven't yielded the desired results.

People are stressed, exhausted and constantly distracted.

Knowledge workers are **losing productivity**

	**600 hours lost annually** per Australian knowledge worker
	$468bn lost by US companies and $1.4 trillion lost by the US
	**$27,585 per employee cost** to Australian businesses each year
	**166 hours lost** to unproductive work-related chat messages (Slack, Teams etc).
	29% of a worker's economic worth is lost by businesses through **distractions**
	45% of of global survey participants said their **wellbeing has worsened** in the past 12 months but 68% of managers indicated their employees' overall wellbeing is the same or better compared to 12 months ago
	**38%** of global participants surveyed have **experienced burnout**

The person to solve it

Dr Kristy is a master at **equipping leaders** and staff with the tools for **greater focus** and the brain-based protocols that **power-up performance**.

Her content includes diagnostic tools, the latest research, and brain-based protocols your people can implement. These protocols will not only enhance their productivity, but will simultaneously bolster their wellbeing.











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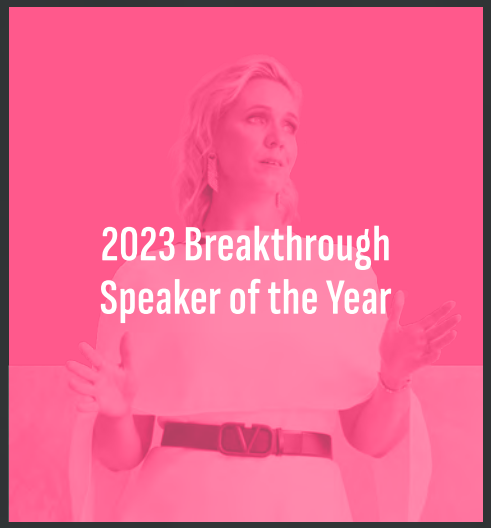
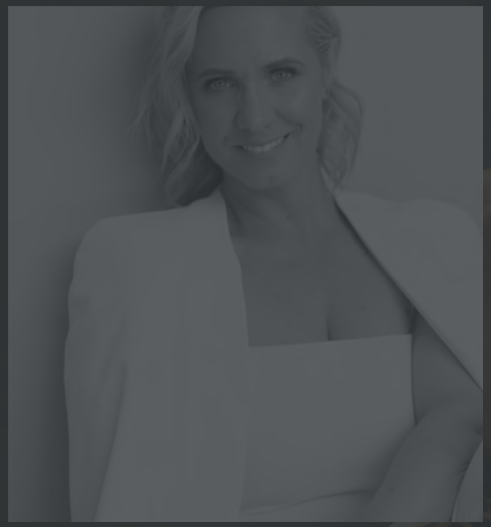
Dr Kristy


2023 Breakthrough
Speaker of the Year

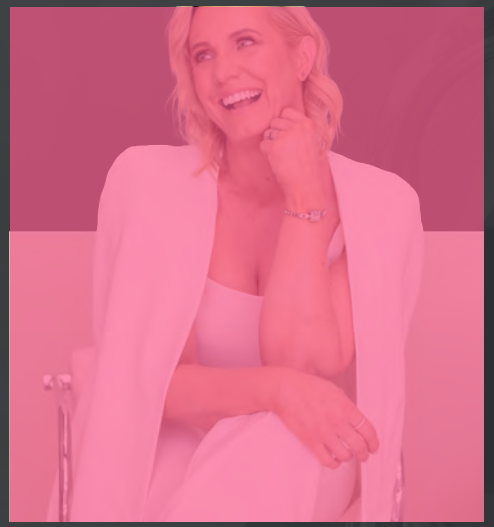



Australian Business
Book of the Year Award-
Technology Category for
*Dear Digital, We need
to talk*
Dr Kristy Goodwin






*"Thank-you
Kristy, it was an
extremely well
received virtual
keynote."*
Partner | Ernst & Young




Kristy presents virtually
from her world-class
professional studio

ABOUT

Dr Kristy Goodwin

Australia's leading expert on peak performance in a digital world

Using neuroscience and technology to power-up performers in the digitally-demanding world

A speaker used by large corporations on the topic of productivity in a digital world, Dr Kristy's keynote insights and inspiration are used by elite corporate clients in Australia and internationally.

For senior executives, business leaders, human resources managers and staff who are always switched on, but rarely powered up, Dr Kristy provides the keys to lead, live and work more effectively.

She shares practical brain-based solutions to power up employees and leaders in the digitally-intense world they now operate in. Kristy arms audiences and clients with the latest evidence-based strategies to decode the neuroscience underpinning peak performance in the technological era.

Kristy's on a mission to leverage and decode the neuroscience of sustainable peak-performance so that employees, leaders and entrepreneurs can live a luminous life. She challenges the dominant paradigm that you need to pay an entrance fee to experience success: you don't need to burn yourself out, experience chronic stress, live in a perpetually exhausted state to be successful. Living a life of high-performance doesn't need to equate to being a low-res version of you. When you work with, rather than against your neurobiology, you can experience success without sacrifice. You can live a high-res life. Her tools for peak-performance in a digital age play a critical role in the modern workplace to to optimise efficiency, facilitate communication and collaboration and drive both productivity and wellbeing. Dr Kristy is the author of the award-winning book Dear Digital, We Need to Talk and Raising your Child in a Digital World, and is a former educator in public and private schools. Dr Kristy also lectured at Macquarie University and University of Notre Dame, and she has a PhD on the impact of digital technologies.

Dr Kristy has conducted numerous evaluations and research studies for the New South Wales Department of Education and Communities, and is regularly called on by the media to translate the latest research about screens into practical and relevant information.

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Apple · Qantas · Reserve Bank of Australia · Whoop · Deloitte. · EY · The CEO Institute · nbn · foxtel · Sparke Helmore Lawyers · DLA Piper · Cuscal · Westpac · BOQ · ANZ · Deutsche Bank · randstad · Norton Rose Fulbright · challenger · Westfield



"Many of our tech habits are completely incongruent with how our brains and bodies are designed - our Human Operating System - (hOS) and this is why stress, exhaustion and distraction are now rife."

Dr Kristy Goodwin



IN-PERSON

VIRTUAL

WORKSHOPS

Kristy's presentation style

Captivating. Motivating. Amusing. Interactive. Unforgettable. *Funny.*

Dr Kristy is renowned for her ability to customise each presentation and forge genuine connections with diverse audiences. **She provides encounters that not only enlighten but empower, and is a master at equipping leaders and staff with the tools for greater focus and optimised performance in the digitally-demanding world we now work (and live) in.**

Her content includes diagnostic tools, the latest research, and habits the audience can implement. Dr Kristy's talks are more than just a podium moment.

She takes the biggest topic of our time – how to harness our valuable focus – and moves it from the spotlight to insight.

These habits improve the lives of the audience, as well as their workplaces and even families, long after the microphone has been switched off.



Signature Keynote

In-person or virtual keynote.

Powered-Up Performers:

The neuroscience of performance in a digital age.

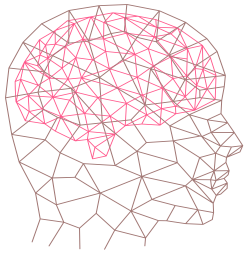
This keynote arms delegates with the science to power-up their performance in the digitally-demanding world we now live and work in. Power-up your top-performers with practices and protocols grounded in the latest neuroscience and cutting-edge neuro-technology.

We're living in a time of lightning-fast digital transformation. As that pace increases, so too are rates of chronic workplace stress and burnout, resulting in powered-down performers. What the latest scientific research tells us is that many of the widely accepted digital behaviours we've adopted, are actually counterproductive to optimal human performance and detrimental to our wellbeing.

The digital age has created a world in which we're now able to perform at levels that actually POWER UP rather than BURN OUT our workforce. The only thing that stands in our way? Learning how to use technology in ways that support, rather than drain, our Human Operating System (hOS) - the ways our brains and bodies are neurobiologically designed to function.

This keynote will empower your top-performers to ensure their digital behaviours are compatible with their hOS, so they can catapult their performance and bolster their wellbeing. Equip your people with the neuroscience that underpins sustainable success and peak-performance, so that they don't have to pay the 'success tax' because...

When your people thrive, your business thrives.



Science simplified. Performance amplified.

In this highly interactive keynote, Dr Kristy will equip your audience to not only survive, but thrive in this new world of rapid digital acceleration. Taking audiences on an immersive virtual tour inside their own brains in order to better understand:

- How to identify and operate in their unique **'power zone'**, in order to bolster performance and naturally support their wellbeing;
- The secret of the latest science underpinning the brain-based micro-habits, that are proven to **optimise productivity, manage stress and maximise energy;**
- Why common workplace behaviours (such as multitasking, virtual meetings and working for long stretches) may be preventing employees and leaders from powering-up their performance and learn **simple, science-backed strategies** that are congruent with their hOS;
- How to build a fortress around their focus, so they can **optimise their FQ**- focus quotient, the most critical skill to cultivate in a digitally-distracting world; and
- How to create their own **Power-Up Plan** for sustainable peak-performance in a digital age.

Dr Kristy will tailor the presentation, based on the aggregated results from her ***Powered-Up Performance Profile Tool*** that delegates will either complete before or during the keynote. Delegates will leave with a personalised **Power-Up Plan** identifying the brain-based micro-habits that they'll apply to bolster their performance so they leave with an actionable, customised plan to power-up their performance.

Workshops

Delivered in-person or online from
Kristy's professional studio.

Powered up, ~~not powered down~~, in a digital world.



Using neuroscience to elevate human performance.

Five workshops to thrive professionally and personally in the digital world.

FORTIFY YOUR FOCUS	STRESS AS A PERFORMANCE CATALYST	OPTIMISE YOUR WORKDAY
AMPLIFY YOUR DIGITAL WELLBEING	BEAT DIGITAL BURNOUT	POWERED-UP WOMEN

Dr Kristy translates the latest neuroscience, psychology and technology research into practical and simple micro-habits to help individuals and teams to thrive in the digital context. To embed meaningful learning Dr Kristy can deliver a one-off or a series of workshops, in-person or online.

Dr Kristy understands that many people today are suffering from infobesity and 'digital dementia'. Research confirms that humans experience the 'forgetting curve', which suggests we only retain about 20% of new information three days after hearing it. To combat this and ensure that new learning is embedded within your organisation, Kristy has developed a comprehensive range of workshops that can further embed learning after a keynote, or be used as part of your organisation's learning programs. These workshops can be implemented in a stand-alone series, or in addition to a keynote.



Fortify Your Focus

"FQ is the superskill of the 21st Century. It's more important than our IQ and EQ," Dr Kristy Goodwin.

Amplify Focus Quotient (FQ) in an attention economy. Don't let the "pings" and "dings" dent your productivity.

Attendees will learn how to:

- identify chief distractions
- maximise focus in the digitally-demanding world we now work in
- optimise FQ (brain-based protocols to bolster attention)
- build a fortress around their focus to stop digital distractions putting a dent in productivity.

Session overview

Delegates complete Dr Kristy's **What's My FQ? Assessment and Chronotype Assessment & Individual Report tools** before the presentation to provide powerful insights and enable Dr Kristy to tailor the session.

Delivered in-person or online from Kristy's professional studio.



Stress as a Performance Catalyst

Harnessing the positive potential of stress to power us up (not power us down)

Our always-on, rarely focused, never-rested, digitally-demanding world presents unique challenges to us as humans and is contributing to our 'silent stress epidemic'. Learn how to harness the positive potential of stress to drive, not diminish performance.

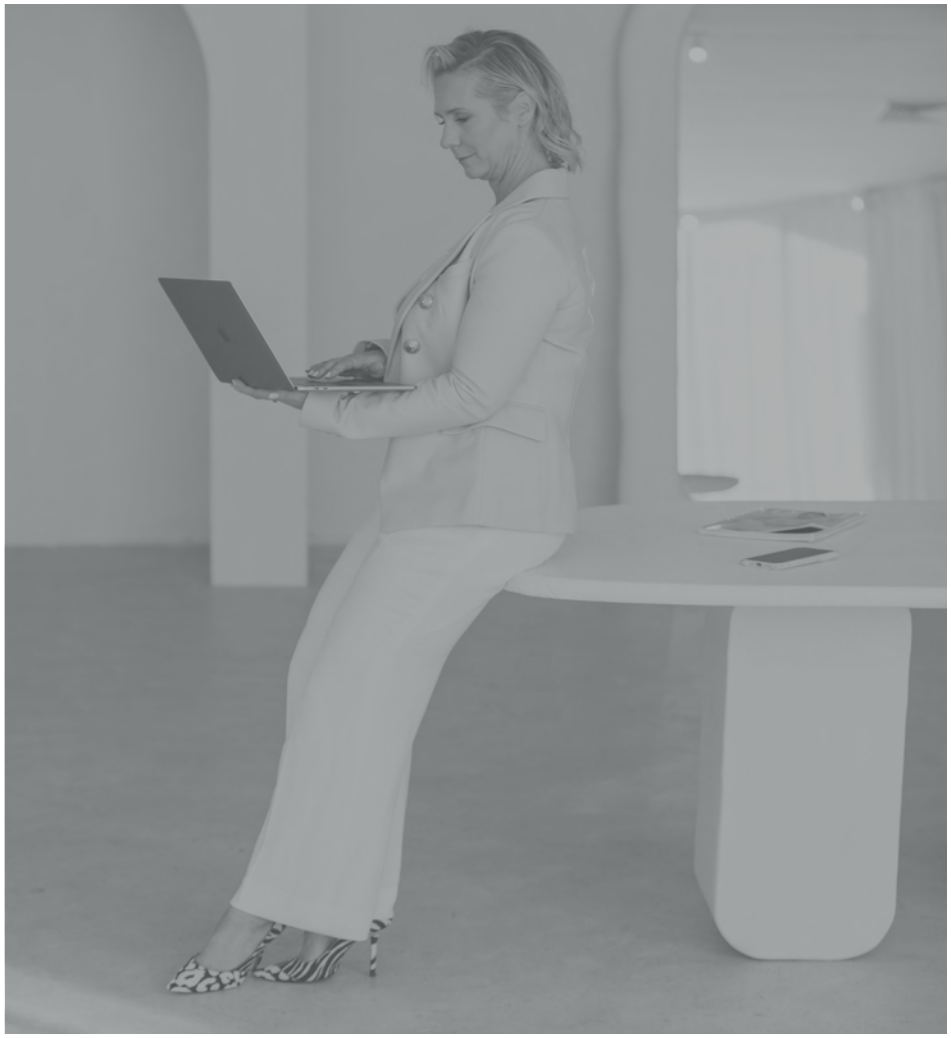
In this interactive keynote delegates will learn:

- How our common digital behaviours and habits can unconsciously elevate our stress;
- Why it's paramount that we reframe our mindset to see stress-as-enhancing instead of stress-as-debilitating;
- How the micro-stressors in our days can lead to chronic stress and simple micro-habits to reduce these micro-stressors;
- Brain-based protocols that help build our stress tolerance and grit;
- Scientifically-validated tools that can help us build our stress resilience in real-time; and
- How wearable technologies can help us gauge our stress in real-time and to measure the effectiveness of practices to regulate our stress response.

Session overview

Delegates will create their own customised **Power-Up Plan** to identify the 1-3 protocols/micro-habits that they'll implement to build their stress tolerance and help better manage stress in real time to power-up (not down) their performance.

Delivered in-person or online from Kristy's professional studio.



Optimise Your Workday

Brain-based protocols to optimise productivity when working in the office or remotely.

Learn how the brain and body function throughout the day to leverage productivity and wellbeing. Organise workspaces according to neuroscience to bolster performance.

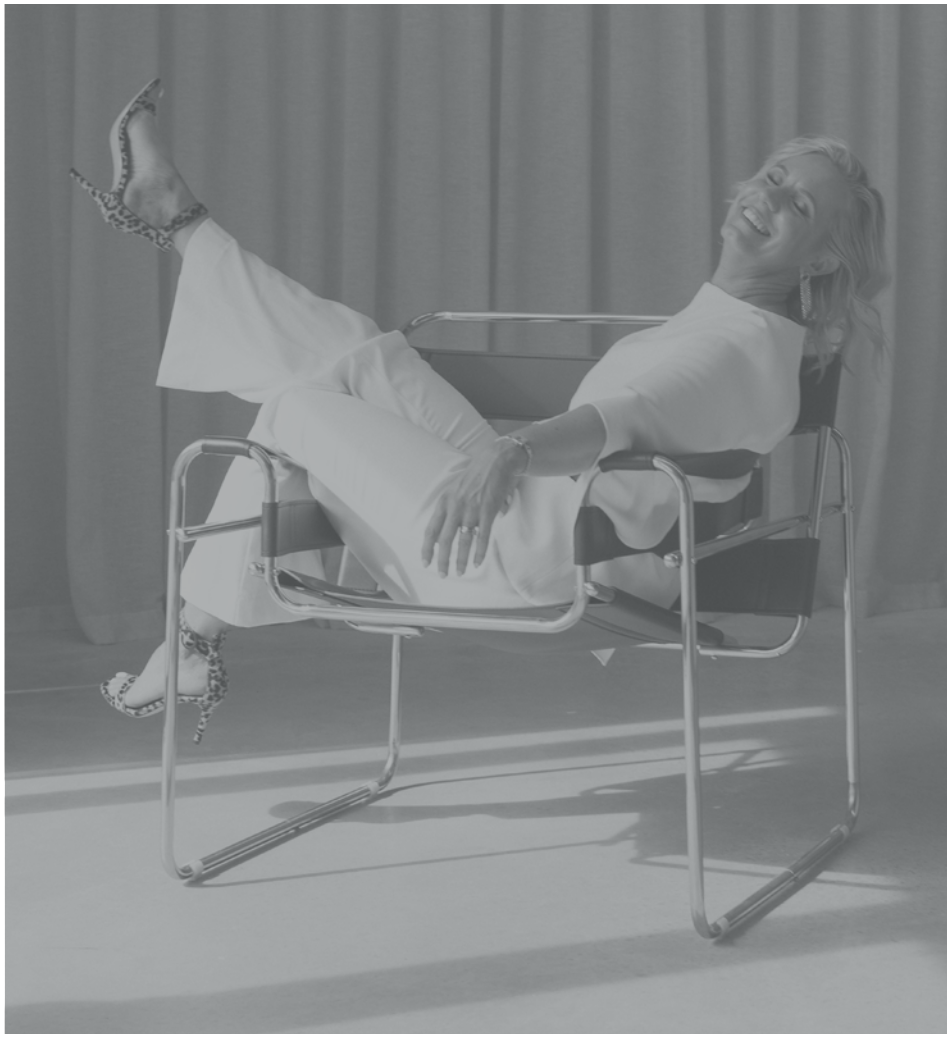
Attendees will learn how to:

- manage focus, enhance productivity and make hybrid work, WORK.
- prioritise tasks to maximise peak cognitive abilities
- use the science of rest and recovery to bolster performance and wellbeing
- identify the three critical biological markers that help boost productivity.

Session overview

Delegates will get access to Dr Kristy's **Chronotype Assessment & Report** prior to the presentation.

Delivered in-person or online from Kristy's professional studio.



Amplify Your Digital Wellbeing

Explore how digital habits and behaviours are impacting physical health and mental wellbeing.

Learn how technology tethering affects sleep, stress and exhaustion levels, as well as vision, hearing and musculoskeletal health.

Attendees will learn how to:

- harness the power and potential of technology, without it eroding wellbeing
- protect basic biological needs
- optimise mental wellbeing and physical health
- ensure that wellbeing investments yield greater returns.

Session overview

Delegates will have access to Dr Kristy's **Powered-Up Performance Profile tool** before the presentation to provide powerful insights and enable Dr Kristy to tailor the session.

Delivered in-person or online from Kristy's professional studio.



Powered-Up Women

More women than men are experiencing stress and burnout. Explore how the invisible domestic and digital loads, shouldered by many women, have left them feeling overwhelmed and stressed, both at work and home.

In a 2023 Women's Agenda data revealed 77% of women said they'd experienced burnout in the past 12 months. The State of Workplace Burnout 2024 report revealed that 42% of women, compared to 30% of men, are experiencing burnout.

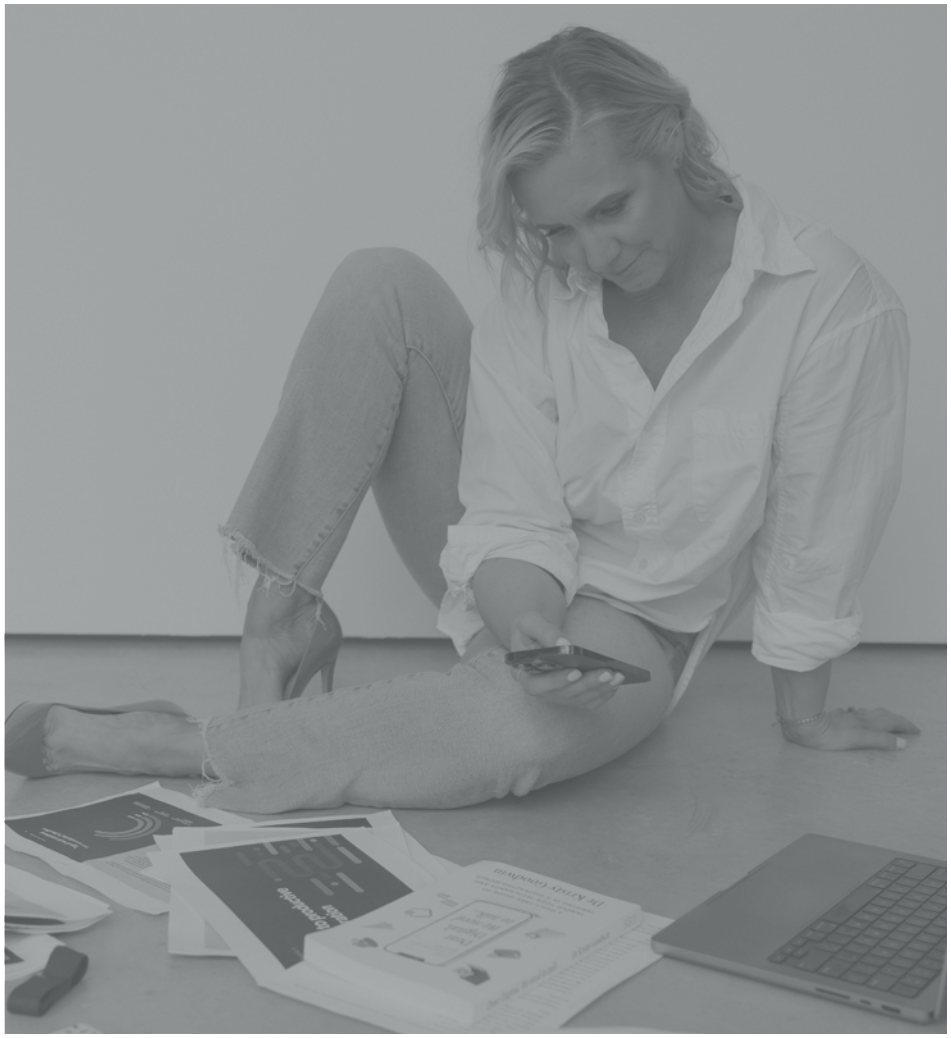
Attendees will learn how to:

- better manage stress and burnout using brain-based solutions
- optimise performance in a digitally-intense world using neuroproductivity protocols
- leverage the positives of technology to empower each other accelerate gender equality.

Session overview

Delegates will have access to Dr Kristy's **Neuro-Power Profile Tool** during the session. Women will leave this presentation with a **customised Power-Up Plan** by identifying the 1-3 micro-habits they'll implement to power up their performance.

Delivered in-person or online from Kristy's professional studio.



Beat Digital Burnout

Burnout hurts employees wellbeing and productivity and poses significant financial costs and retention risks to organisations.

One of the chief contributing factors to increasing rates of burnout is unsustainable and unhealthy digital habits. **Recent Microsoft research suggests that 62% of employees and 66% of managers in Australia are experiencing burnout while global burnout rates are similar.**

Attendees will learn how to:

- Identify and prevent digital burnout
- achieve sustainable high-performance using neuroscience protocols
- use peak-performance pit-stops that are backed by the science underpinning rest
- improve the structure of work days.

Session overview

Participants will complete an anonymous **Digital Burnout Assessment** before the session to provide powerful insights and enable Dr Kristy to tailor the session to your audience's specific needs.

Delivered in-person or online from Kristy's professional studio.

DR KRISTY'S

Learning journey



1. Keynote

Dr Kristy can deliver her signature keynote Powered Up Performance. Delegates will complete a Powered-Up Performance Profile tool to get an individual performance profile score and create an individual Powered-Up Performance Plan by the end of the keynote.



2. Event De-Brief

Dr Kristy can aggregate the results from the Profile tool used in the keynote and share overall results and advice on suggested next-steps to further embed the learning from the keynote.

Dr Kristy will have a follow-up call with key stakeholders to obtain feedback about the event and to discuss other ways of embedding the learning beyond the keynote via virtual masterclasses or Executive Coaching.



3. Virtual Masterclasses

Kristy has four virtual masterclasses that can be delivered to your team to extend and embed the learning.

Topics and sequence are:

- **Beat Digital Burnout**
- **Fortify Your Focus**
- **Optimise Your Workday**
- **Stress as a Performance Catalyst**
- **Amplify Your Digital Wellbeing**



4. Executive Coaching

Dr Kristy works with a small number of clients via her Optimised: Group Coaching Program. This is a premium, group coaching program that uses wearable technology and biometric data to optimise leaders' performance.



5. eCourses & Resources

Dr Kristy has an online program called Power Surge, a video library of brain-based protocols to power-up performance to extend learning beyond the keynote. You can also provide your delegates with a copy of Dear Digital, We need to talk or Digital Wellbeing Cards.

Next steps

DR KRISTY'S LOCATION

Dr Kristy is based in Sydney, Australia
Kristy can also present from her professional virtual studio



The process...

1. CHECK KRISTY'S AVAILABILITY

Contact Kristy's Operations Manager Karen, via **info@drkristygoodwin.com** or complete the Enquiry Form on Kristy's website.

Karen will arrange a time for you to personally speak to Kristy as she likes to speak to all prospective clients to learn more about your event and how she may be able to help you.

2. PROPOSAL PREPARED

After a phone call with Kristy, her team will provide you with a **customised proposal**, including her speaker fees, travel expenses, with a contract attached.

3. APPROVAL, PAPERWORK & LOGISTICS

Once you've signed the contract you'll be sent a deposit invoice. Once the deposit is paid your requested date is securely locked in Kristy's calendar (of course the date is held whilst you are signing the contract and making invoice payment). **Kristy's team will manage all travel and logistics** to save you time and hassle and ensure there's harmony in Kristy's calendar.

4. PRE-EVENT PROCESS

Karen will arrange a time for a **30-minute video meeting with Kristy and the key stakeholders** for your event. This will allow you time to discuss event logistics and provide audience insights that will help Kristy personalise her presentation.

Karen will send through any **diagnostic assessments** to be completed by delegates before the event, to allow Kristy to customise her presentation to your audience's unique needs.

5. POST-EVENT

Karen will arrange a **de-brief phone call with Kristy** after the event to share any feedback and to discuss how to embed the learning after the event.

Karen will **provide a link to additional resources**, including eBooks, plans and videos that can extend the learning beyond the event. These resources can be shared with your delegates (this can also be provided in advance if you'd like to upload it to an event app or website).

Dr Kristy



Certified Speaking Professional &

Award-winning speaker and researcher





Australian Post-Doctoral Fellowship Winner

Over 1500 presentations (onstage and online) to global audiences



"Kristy is a fantastic speaker who goes above and beyond to ensure a great session for participants."

Takeda International



Let's connect

Powered up, ~~not burnt out~~, in a digital world.

Enquire about booking Dr Kristy for your workplace.
Lead proactively while you leverage technology in the workplace and in life.

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Dr Kristy

