

Helping
companies
Leverage
their Strengths
to gain the
**WINNING
ADVANTAGE**

**MIKE
SHOREMAN**



**FIRST ATHLETE WITH DISABILITIES TO
CROSS ALL 5 GREAT LAKES. ADVOCATE.
BEST-SELLING AUTHOR. INDUCTEE D-30 GLOBAL
MOST INFLUENTIAL DISABILITY LIST**

**I TURNED MY DISADVANTAGE TO
MY GREATEST ADVANTAGE.**

As an athlete with a neurological disorder I
overcame physical and mental challenges and
obstacles to become the first person with
disabilities to cross the five Great Lakes.

In creating, building and executing a nationally
recognized mental health awareness campaign, I
learned how to focus on my strengths and
abilities rather than my disabilities. I learned to
create my ADVANTAGE.

I'll help your team do the same!



TO BOOK MIKE:

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Bet on Yourself Even When the Chips Are Down (Innovative Sales Strategies to win the hand)



Betting on oneself, even when facing obstacles or setbacks, holds significant importance for sales teams and leaders. If the past few years have taught us anything, it's that life will continue to throw us curveballs. It's how we rise to meet those challenges that defines our success.

At the heart of everything is confidence, the secret ingredient to outperform even in the most trying of times. My journey has given me the skills I need to rise above all challenges, and I look forward to sharing these with your team during my engaging and interactive keynote.

➡ **Resilience:** so that they can bounce back from setbacks and persevere through tough times. This mindset encourages learning from failures and using them as stepping stones toward success.

➡➡➡ **Confidence:** so they can approach prospects, negotiations, and challenges with assertiveness and conviction, leading to better outcomes.

➡ **Innovation:** so that they can think outside the box, explore new strategies, and adapt to changing market dynamics effectively.

Ideal Keynote for:
Sales, Leadership, Teams

Leverage, Leverage, Leverage: How to STACK Your Wins for **MASSIVE** Success

Ideal Keynote for:
Sales, Leadership, Teams

Everyone wants to work with a winning team. I'll show your employees how to leverage their wins to attract clients and multiply sales.

Effective leverage can provide a competitive advantage by allowing businesses to outperform competitors in terms of efficiency, innovation, customer service, or market reach.

I have received the great honour of having my paddleboard displayed at the Canadian Canoe Museum - an educational resource for hundreds of thousands of annual visitors. I used the art of leverage - by showcasing the achievements to date of the Great Lakes Crossings team, establishing credibility, attracting the attention of various Museum Institutions and by investing in strategic relationships with Museum curating teams.

In this engaging talk I'll share valuable insights around:

- *The importance of sharing wins**
- *Strategic relationship building (and nurturing)**
- *Enrolling people in the vision**
- *Demonstrate the win-win**
- *Embracing innovation**
and
- *Staying grateful**





Create a Winning Hand So that EVERY employee has the ADVANTAGE: The 1 in 5 Statistic

Ideal Keynote for:
Inclusion, Mental Health, Disability

If there was a formula for success that wouldn't only inspire your employees but transform your entire company culture would you want to know about it?

By focusing on strengths rather than challenges, breaking down barriers to seeking help, and fostering a supportive environment, your employees will become a winning team.

I am an athlete who overcame a neurological disorder to become the first person with disabilities to cross all five Great Lakes on a paddleboard, winning numerous awards and accolades. This experience taught me to focus on strengths over disabilities and to focus on my advantages over disadvantages. I want to improve your employees' resilience, enhance collaboration and ultimately contribute to a more positive and productive workplace.

With 1 in 5 Canadians facing mental health issues or disabilities, fostering an inclusive environment isn't just a moral imperative; it's a strategic advantage.

Join me in creating a workplace where inclusivity drives collaboration, innovation, and success for all.

*“Uniting is the start.
Enduring is the
journey.
Collaborating
together is the
triumph.”*



As an athlete with a neurological disorder I overcame the physical and mental challenges and obstacles to become the first person with disabilities to cross the five Great Lakes.

Today I'm an author, advocate and educator who works with audiences globally to help them reframe their mindset so that they, too can turn their challenges to strengths and become part of a winning team.



MIKE SHOREMAN
BIO

- First-person with disabilities to cross the 5 Great Lakes
- Award-winning Speaker
- Best Selling Author
- Award-Winning Film Producer
- TEDx Keynote Speaker
- Columnist
- Recognized by Ontario Legislative Assembly, House of Commons, Prime Minister
- The subject of Award-Winning Documentary
- Premier's Award Nominee
- Canadian Disability Hall of Fame Nominee
- Honourary Diploma Recipient Loyalist College
- Inductee Diversability D-30 Global Most Influential Disability List
- Recipient of Mental Health Leadership Award by Mood Disorder Society of Canada
- Inducted into the Canadian Canoe Museum
- Honoured by the Royal Canadian Geographical Society of Canada

What Our Clients Are Saying:

“It was a privilege having Mike work with our teams. It was eye-opening and inspiring to say the least. I believe everyone took something of value away from his presentation. Truly inspiring.”

**Commander Keith,
Ministry of National Defence**

“I saw Mike speak at a fundraising gala for a pediatric services organization. He spoke from the heart. His speech was genuine and passionate, engaging the entire room with his story of resilience and his ability to connect with people.”

**Jodi Manager of Communications & Public Affairs,
Elexicon Energy**

“Mike draws you in immediately. I found him to be engaging, funny and compassionate. He spoke at one of our mental health events and openly shares his story in a way that a room full of business professionals could easily relate to and learn from.”

**Analiese ,
Senior Manager,
Corporate Relations, OPG**

“We thoroughly enjoyed working with Mike, who was our keynote speaker at one of our events. I have recommended Mike to many of our partners and will continue to do so. His message is important and needs to be heard by all.”

**Deidre -Founder,
Inclusive Workplace Supply Council of Canada**



Government of Canada



Ontario



elexicon
ENERGY

