**Mark Schulman | Everyday Rockstar ® (ERS) Keynote Description**

**Everyday Rockstar® (ERS): *Lighting it up to unleash your best self for the greatest benefit to others through science and rock and roll!***

Everyday Rockstar® is an electrifying keynote experience led by celebrity drummer, peak performance, and engagement expert Mark Schulman, delivering to you a powerful journey of resilience, confidence, the science and secrets of rockstar performance. Known for his work with legends like P!NK, Cher, Billy Idol, and many other world-class performers, Mark combines insider rockstar stories, thrilling drum sequences, and actionable attitude techniques that show you how to harness your own rockstar DNA.

Mark brings the house down with the transformative energy to ignite your personal and professional development, equipping you with immediate strategies to evolve your attitude, amplify impact, and expand passion into purpose.

To maximize the takeaway value, Mark is joined by special guest expert Heather Crider, an elite neuroscience and neuro-performance coach who takes existing and emerging high-level performers on a truly immersive and transformative journey. With practical tools based on cutting-edge brain science, Heather provides you with unique methodologies to tackle stress, heighten creativity, and maximize productivity in every aspect of life.

This isn’t an experience you’ll find anywhere else. Together, Mark and Heather deliver a thrilling fusion of rock and roll stories, cutting-edge techniques, and science-backed strategies that empower you to lead with purpose, supercharge team synergy, and live like a rockstar. We’re bringing you an exclusive, once-in-a-lifetime opportunity—dynamic, sexy, and electrifying—designed to transform you and your team into Everyday Rockstars who feel equipped to live boldly and impact profoundly.

**Dive Deeper: What You’ll Walk Away With**

1. Neuroscience-backed Tools

Grounded in four neuroscience pillars adopted by Harvard, MIT, Princeton, Cornell, and Stanford:

•**C—**Clarity. *Strengthen* self-awareness, define your “best stuff.”

•**R—**Resilience. *Embrace* and *harness* adversity.

•**E3**—Effort, Energy and Empathy. *Optimize* Impact! with others.

•**D**—Delivery (Do-it!)—*Bolster* courage and *take* profound action despite what stands in your way!

You’ll walk away knowing how to own your superpower to fuel every interaction, decision, opportunity, and challenge with quantum success.

2. Strategies for Sustained High-Performance

 - You’ll learn proven methods to turn high-stress moments into peak performance opportunities, enabling you to stay calm under pressure, make bold decisions, sustain momentum in high-stakes environments, and turn challenges into fuel to make the seemingly impossible now possible.

3. Creativity on Command

 - Heather’s science-backed techniques help you tap into creative flow states, making innovation and problem-solving second nature. Discover tools to generate fresh ideas and bring dynamic energy to your work.

4. Unmatched Energy and Engagement

 - Feel like you watched a show rather than a keynote. This experience is packed with interactive drumming performances, Mark’s actual show footage, engaging stories, and unforgettable takeaways. Two audience members will even walk away with a signed snare drum, and everyone receives a personalized band name to remind them of the rockstar within.

5. Building Harmonious Team Connection and Influence

 - Discover new techniques to create indelible connections and elevate your impact within any team or audience. By tapping into next-level empathy, resilience, and influence, you’ll bring out the best in yourself and those around you.

**Who This Is For**

Can you think of anyone who wouldn’t want to unleash the best version of themselves for the benefit of others?

That’s why clients agree: Everyday Rockstar® directly propels both organizational results and individual achievement across the board.

**The Science Behind Everyday Rockstar®**

Think Rigor meets RockStar. If you’re tired of empty motivational hype and are ready for real, field-tested, globally-proven measures and methods, it’s your time for ERS®. Thanks to our team of rockstar PhDs, key ingredients that make up our measures and methods have been tested for decades to achieve significant benefits for more than 5 million individuals across diverse populations in 137 countries. As a reminder, our methodologies have been adopted by Harvard Business School, MIT, Stanford, Carnegie-Mellon, Cornell, and Princeton, among others.

*ERS provides the pathway and the plan for equipping you and your people to thrive and deliver exceptional impact amidst ever-more stressful conditions.*