



TASHA EURICH

SHATTERPROOF: OVERCOMING ADVERSITY TO THRIVE IN AN EVER-CHANGING WORLD

NOVEMBER 13, 2025 | 9:00 A.M. – 4:00 P.M.

In today's rapidly evolving world, traditional resilience strategies are no longer enough. This executive session, inspired by Dr. Tasha Eurich's book *Shatterproof*, offers a revolutionary approach to thrive in constant change and chaos. Participants will learn how to move beyond resilience and embrace a shatterproof mindset, transforming adversity into a catalyst for personal, professional, and organizational growth.

Dr. Eurich's concept of becoming "shatterproof" involves proactively harnessing adversity to reinvent oneself rather than merely enduring challenges (not just bounding back, but *growing forward*). This approach includes four key steps: probing our pain, tracing triggers to unmet needs, identifying self-limiting shadow goals and habits, and consciously pivoting to create new possibilities and momentum. By adopting this framework, individuals can transform their pain into power, achieve sustainable growth, and flourish amidst continuous change.

By the end of this session, executives will gain a comprehensive understanding of how to move beyond resilience, harness adversity, and proactively reinvent themselves and their organizations.

This program will help leaders:

- Learn why resilience, as traditionally conceived, may not be sufficient in today's rapidly changing world and how it can lead to increased stress and burnout when over-relied upon.
- Gain the ability to identify situational triggers and underlying unmet needs that cause stress and hinder personal growth, and learn methods to address these effectively.
- Develop skills to consciously pivot beliefs, goals, and habits towards proactive self-reinvention, leading to enhanced personal empowerment, better stress management, and sustainable, compounding growth.

Competencies Addressed: Action Oriented, Being Resilient, Drives Engagement, Self-Development, Situational Adaptability

TASHA EURICH

Dr. Tasha Eurich is an organizational psychologist, researcher, and New York Times best-selling author who helps people thrive in an ever-changing world. She's worked directly with tens of thousands of leaders and spoken live to hundreds of thousands more, on every continent but Antarctica. With a PhD in Industrial-Organizational Psychology, Tasha has been recognized as the world's leading self-awareness coach and communication expert, working with clients like Google, Salesforce, the NBA, Nestlé, J&J, Allstate, Royal Bank of Canada, Walmart, Whataburger, and the White House Leadership Development Program. As principal of The Eurich Group—a boutique firm helping executives transform when stakes are high—she is a truth teller to some of the world's most powerful people (from founders to public company CEO's to the occasional NBA coach). As an author and sought-after self-improvement speaker, Tasha is a candid, compassionate, and passionate voice. Pairing her scientific grounding with 20+ years of experience on the front lines of business, she reveals the often-surprising secrets to success and fulfillment in the 21st century. Tasha's first book, *Bankable Leadership*, debuted at #8 on The New York Times bestseller list. Her latest, *Insight*, explores the connection between self-awareness and success. Brené Brown selected *Insight* as one of her Leadership/Business books, and famed Wharton professor Adam Grant calls it one of the three books he recommends most often. Her work has been featured in outlets like Harvard Business Review, The Wall Street Journal, and The New York Times (as well as peer-reviewed journals)—and her 2017 TEDx talk has been viewed more than 8 million times. Tasha lives in her hometown of Denver, Colorado. She enjoys traveling, rescuing dogs, and is an unapologetic musical theater nerd.