



PAUL EPSTEIN

**FORMER NFL & NBA CHIEF SALES OFFICER, AWARD-WINNING SPEAKER, AND
2X BESTSELLING AUTHOR THAT INSPIRES AUDIENCES TO WIN MONDAY™ —
RALLYING LEADERS AND SALES TEAMS TO BUILD CHAMPIONSHIP CULTURES**

IMPORTANT LINKS

CLICK the link below for:
[Speaker Website](#)
[Preview Video](#)

AREAS OF IMPACT

Sales Growth
Leadership
Customer Experience
Peak Performance
Sports Teams

BOOK PAUL

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Tracy Cotton
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MICHELLE JOYCE
— SPEAKERS —

MEET PAUL



Paul Epstein is a former NFL, NBA, and Super Bowl chief sales officer, now two-time bestselling author and award-winning speaker named one of SUCCESS magazine's top thought leaders that get results—alongside Tony Robbins, Brené Brown, Gary Vaynerchuk, and Mel Robbins—and his work has been featured on ESPN, NBC, Fox Business, and in USA Today.

Paul's 15-year career in professional sports shaped him into a business athlete. He built a track record as a "fixer" for revenue growth and team performance, helping transform numerous NBA teams from the bottom of the league in sales to the top two, shattered every premium revenue metric in Super Bowl history while in the league office, opened a billion-dollar stadium, and founded the San Francisco 49ers Leadership University.

Today, Paul is the Founder & CEO of WIN MONDAY®, a habit-building company that scales high-performance, momentum, and growth for business athletes and championship cultures. The official WIN MONDAY® playbook, proven across 50+ industries, releases January 2027.

Offstage, he is a proud father of PJ and Lucca, married his best friend on the field at Levi's Stadium, and has a slight obsession with bacon. Just don't make it too crispy.



**FOR BOOKING INFORMATION
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TESTIMONIALS



"Paul's energy is infectious, his stories touch the heart, and he instills a championship mindset to be your best. We all walked away with actionable tools to drive growth, navigate uncertainty, and perform with confidence, leaving us with a rallying cry to WIN MONDAY."

– TRE MENZEL, GOOGLE CLOUD, HEAD OF SALES

"Paul's keynote exceeded all my expectations and my team was profoundly moved by his authenticity and heart-based storytelling. He helped Amazon understand the core values at the center of leadership and success that fuel a standard of excellence. Instant ROI you can implement Monday morning. Point blank, Paul's the best speaker we've ever had!"

– OUMAR DIAGNE, AMAZON, FINANCE DIRECTOR

"Ever since Paul Epstein's keynote to our commercial sales team, the WIN MONDAY mindset and immediately actionable game plan has had infinite impact in the field and beyond. Our team was inspired with purpose, became more resilient, built more trusting relationships, and our culture is now our competitive advantage thanks to Paul. Couldn't recommend him more!"

– LINDA GORDON, JOHNSON & JOHNSON, COMMERCIAL MARKETING LEADER

"Paul's keynote inspired a battle cry to WIN MONDAY. The mindset shifts were transformational, championship culture has become the standard, and we've been able to build unstoppable momentum ever since his talk. His ability to teach others to win one day, one decision, one action, and one customer at a time drives instant impact in a way that's unparalleled in our industry!"

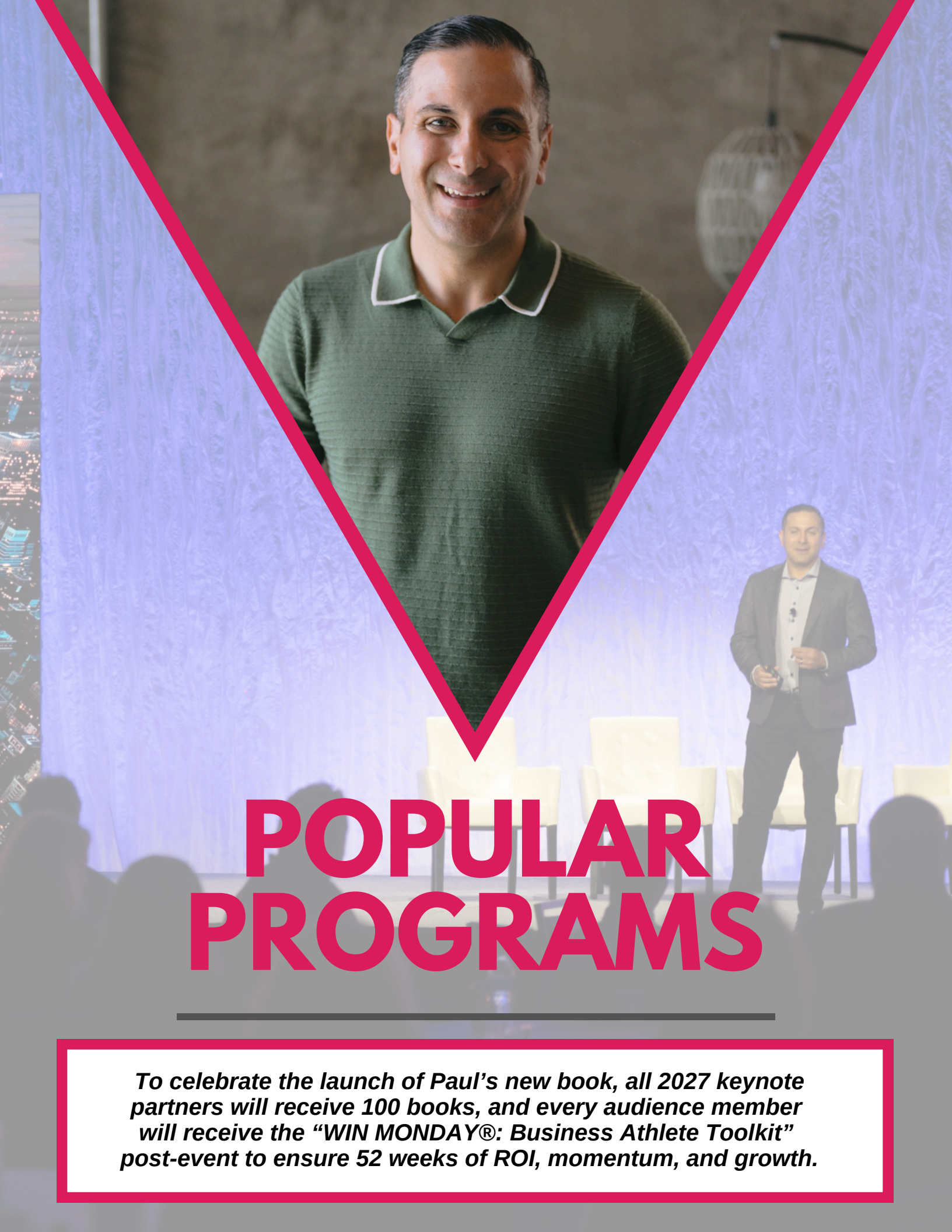
– GREG KISH, SOFI STADIUM, CHIEF REVENUE OFFICER



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POPULAR PROGRAMS

To celebrate the launch of Paul's new book, all 2027 keynote partners will receive 100 books, and every audience member will receive the "WIN MONDAY®: Business Athlete Toolkit" post-event to ensure 52 weeks of ROI, momentum, and growth.

WIN MONDAY

The High-Performance Habit that Fuels Momentum, Growth, and Repeatable Results

(Page 1)

By Sunday night, stress is already winning. That's why Monday has become the world's busiest and most reactive day—but also the single biggest opportunity to proactively build momentum and success at scale.

Winning Monday can become you and your team's competitive edge and is the ultimate separator between high performers that take ownership and control of every week vs. low performers that do the bare minimum and stunt progress, wasting week after week.

Win Monday vs. Waste Monday. We always get to decide.

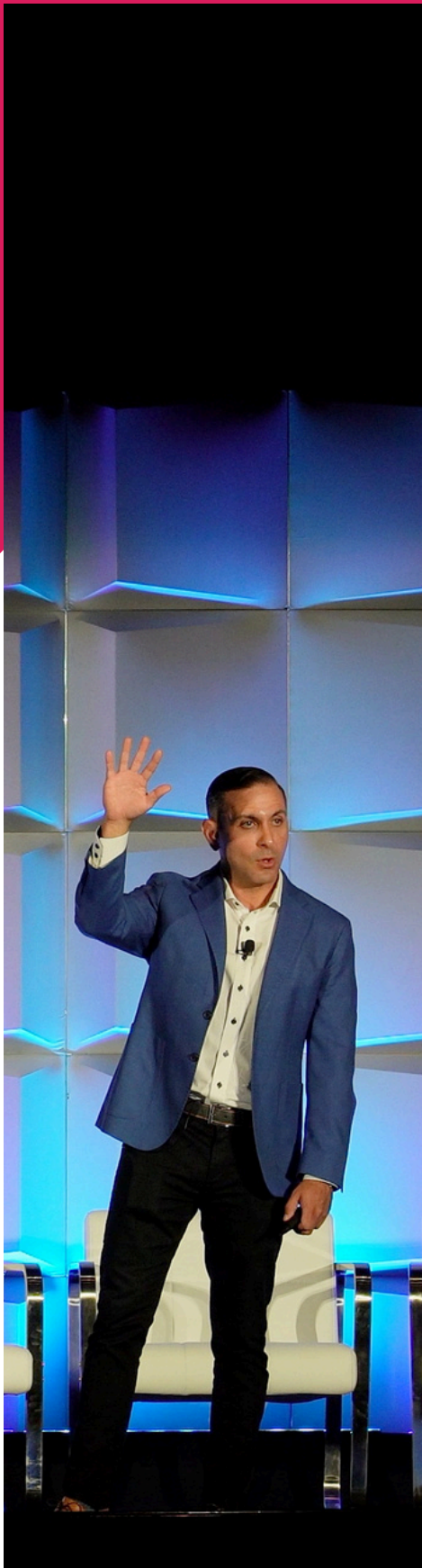
In this keynote, former NFL and NBA executive Paul Epstein reveals the winning habit and cycle that helps business athletes and championship cultures turn lost time and production (approximately 2 ½ months a year) into unstoppable growth and repeatable results.

We can play a 12-month game or a 9 ½ month game. The only difference is whether we win or waste Monday.

While the playbook was born in pro sports boardrooms, it is now proven in 50+ industries and research backed as 98% of leaders and teams that do something meaningful on Monday experience motivation and momentum the entire week, shifting Mondays from a drag to a rocket ship.

When winning Monday becomes your organization's "go-to" habit, you win everything that follows.

Are you ready to WIN?



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WIN MONDAY

The High-Performance Habit that Fuels Momentum, Growth, and Repeatable Results

(Page 2)

Participants will learn how to:

- **Implement the WIN MONDAY® cycle** that inspires **mindset shifts and focused action** on high impact priorities each week.
- **Build productive habits** and break the patterns that quietly drain time and performance.
- **Prepare, produce, and perform under pressure** using the training habits and rituals of an elite athlete.
- **Apply a framework for commitment and execution** that leads to 52 weeks of repeatable results.
- **Strengthen alignment, accountability, and growth** across the organization.
- **Create sustainable momentum and a standard of excellence** that scales to every member of your team.

Ideal for: Organizations seeking stronger accountability, consistent execution, culture transformation, renewed energy, or momentum during change and growth.

Ideal Format(s):

- Keynote (45 – 60 minutes)
- Hybrid Keynote/Workshop (90 minutes)
- Keynote + accompanying “Business Athlete Workshop” (up to full day)

More information on the “Business Athlete Workshop” can be found [HERE](#).

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SELLING HOPE

How Great Leaders and Sales Teams Win Through Change, Uncertainty, and Challenging Markets

(Page 1)



Every organization is experiencing change.

Markets shift. Customers hesitate. Priorities evolve. Competition intensifies. Uncertainty becomes the new normal.

In moments like these, most people don't need more information – they need belief.

The highest-performing leaders and sales professionals understand that hope isn't wishful thinking. It's a competitive advantage. It fuels resilience, creates confidence, inspires action, and helps people keep moving forward when others become distracted by fear, uncertainty, and circumstances beyond their control.

Drawing from his career leading record-breaking revenue teams in the NFL and NBA through labor lockouts, organizational turmoil, and some of the most challenging moments in professional sports, Paul Epstein shares a practical framework for leading and selling with confidence when change is unavoidable.

Today, Paul has brought these lessons to organizations across numerous industries, helping leaders transform uncertainty into opportunity, strengthen culture during times of disruption, and equip teams to perform at their best no matter what challenges the market presents.

Hope isn't the finish line. It's where winning begins.

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SELLING HOPE

How Great Leaders and Sales Teams Win Through Change, Uncertainty, and Challenging Markets

(Page 2)

Participants will learn how to:

- **Replace fear and uncertainty** with belief, confidence, and purposeful action.
- **Build grit and resilience to sustain high performance** – even as markets, customers and conditions change.
- **Focus teams on what they can control** and where they can make the greatest impact.
- **Communicate hope without ignoring reality**, creating trust during difficult times.
- **Lead with optimism** that inspires ownership, accountability, and action.
- **Transform adversity into momentum** by adopting an offensive mindset.

Ideal for: Organizations facing economic uncertainty, market disruption, sales pressure, transformation, leadership transitions, or declining confidence and morale.

Format(s):

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A man in a dark suit and light blue shirt is standing on a stage, smiling and looking towards the audience. He is wearing a small microphone. The background is dark with some green and blue light effects.

LEAD FROM ANY POSITION

How High-Performing Organizations Build Leaders at Every Level

(Page 1)

The highest-performing organizations don't rely on a handful of great leaders. They build cultures where people at every level think, act, and perform like leaders.

Paul Epstein learned this firsthand during his 15-year career as an executive in the NFL and NBA. While with the San Francisco 49ers, he founded the organization's *Leadership University*, an initiative designed to develop leaders throughout the organization and ultimately evolved into a year-round talent academy.

In this high-energy keynote, Paul takes audiences behind the scenes of that experience and shares the leadership principles that translate from professional sports to any organization competing for talent, performance, and growth.

His framework is simple, actionable, and built to scale:

LEAD SELF: Great leadership starts in the mirror. Take ownership of your mindset, decisions, energy, accountability, and impact.

LEAD OTHERS: Leadership is a relationship. Build trust, strengthen connection, and learn to influence in every direction: up, down, and across.

LEAD FORWARD: Leadership creates what comes next. Connect purpose to performance and create the standards and culture that allow excellence to scale.

Because the answer isn't asking a few great leaders to carry more of the load...it's building more leaders.

Leadership doesn't start with a title. It starts in the mirror, and then it scales.

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LEAD FROM ANY POSITION

How High-Performing Organizations Build Leaders at Every Level

(Page 2)

Participants will learn how to:

- **Lead themselves first** by adopting a CEO mentality built on ownership, accountability, awareness, and intentional action.
- **Increase their leadership EQ** to better understand themselves, others, and the situations they face.
- **Lead in every direction** and increase their influence with peers, managers, direct reports, and cross-functional partners.
- **Build trust and connection** that strengthen collaboration, engagement, and team performance.
- **Connect purpose to performance** by translating the bigger mission into everyday decisions, behaviors, and results.
- **Create a culture of leadership and excellence** where more people take ownership, step up, and perform at their best.

Ideal for: Organizations seeking to build leaders at every level, strengthen accountability and collaboration, develop emerging talent, increase influence across teams, or create a scalable culture of leadership and excellence.

Format(s):

- Keynote (45 – 60 minutes)
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WINNING CUSTOMERS

Attracting and Retaining Fans that Inspire Trust and Loyalty for Life

(Page 1)

How did Paul lead his teams to consistently sell out billion-dollar NFL stadiums with 70,000 fans in historically losing markets? Or transform an NBA team's revenue performance from 28th to 2nd in the league – despite being labeled by ESPN as “the worst brand in sports”?

The answer lies in a powerful, scalable belief system that can be applied to any sales or service environment: *Every seat has a story.*

This shift from blanket ‘catch all’ campaigns to a dynamic customer-to-customer approach driven by customization, care, and championship service, led to sold-out stadiums and record-breaking revenue, that didn't hinge on wins or losses. In the sports industry, every seat and fan had a story. In your case, every client has a story. The question is: “*Will you get to know it?*”

Achieving customer success doesn't depend on perfect market conditions – it depends on consistently making each customer feel valued and seen.

This keynote is HOW to do it, one story at a time.



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WINNING CUSTOMERS

Attracting and Retaining Fans that Inspire Trust and Loyalty for Life

(Page 2)

Participants will learn how to:

- **Turn customers into raving fans** using a practical and result-driving playbook.
- **Apply four trust-building traits** that strengthen both immediate and long-term relationships.
- **Use strategic listening** to uncover what customers value most.
- **Align sales and service teams** around a shared customer experience.
- **Ask better questions** so touch points turn into transformation points.

Ideal for: Organizations seeking stronger customer loyalty, retention, trust, service consistency, sales-service alignment, or growth in competitive markets.

Format(s):

- Keynote (45 – 60 minutes)
- Hybrid Keynote/Workshop (90 minutes)
- Keynote + accompanying “Business Athlete Workshop” (up to full day)

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BETTER DECISIONS FASTER

Leading with Clarity and Confidence in an Era of Disruption and AI

(Page 1)

Your strategy is sound. Your people are talented. And your most important decision has been sitting untouched for three weeks.

Every organization has a decision backlog. The hire nobody will pull the trigger on. The deal that keeps getting one more look. The strategy debate now in its fourth meeting. That backlog is not a thinking problem. It is a speed problem, and it is quietly the most expensive line item nobody tracks.

And it is getting worse. AI was supposed to make decisions easier. Instead, it hands your team more options, faster, with more perceived confidence attached to every one of them. The analysis is instant. BUT the choice is not.

Meanwhile the window to decide keeps shrinking, because your market is moving at the same accelerated pace you are.

Here is what has changed. AI can produce the analysis. It cannot produce the conviction to act on it, or the accountability that comes after. The scarce skill is no longer gathering information. It is deciding, committing, and moving while everyone else is still generating one more scenario, leading to the company killer known as paralysis.

In this keynote, based on his bestselling book *Better Decisions Faster*, former NFL and NBA executive Paul Epstein reveals the three-step process (head-heart-hands) he used to turn around major sports franchises, from the locker room to the boardroom. Your audience will learn to cut through the noise, spot the decision traps that stall momentum, move faster with clarity and confidence, so that you can avoid the worst decision of them all...

Indecision.

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BETTER DECISIONS FASTER

Leading with Clarity and Confidence in an Era of Disruption and AI

(Page 2)

Participants will learn how to:

- **Make decisions better and faster** around strategy, people, dealmaking, budget, tech, AI, and more.
- **Apply the head-heart-hands equation** that factors in logic, emotion, and action—at scale.
- **Give every leader a shared decision framework**, so speed does not depend on who is in the room.
- **Separate signal from noise** when AI is producing more options than any team can act on.
- **Build the conviction to commit**, move, and remain accountable for the outcomes.
- **Walk away with a clear playbook for what to prioritize**, what to delegate, and what to decline.

Ideal for: Executive and leadership teams facing high-stakes choices; organizations navigating AI adoption, transformation, restructuring, or rapid growth; and sales or high-potential teams that need to move faster without sacrificing judgment.

Ideal Format(s):

- Keynote (45 – 60 minutes)
- Hybrid Keynote/Workshop (90 minutes)
- Keynote + Better Decisions Faster Workshop (half day to full day) or Leadership Retreat (one to two day)

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