



James Hewitt.

Presentation & workshop overview

2020

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ABOUT

James Hewitt

Everyone should be able to find out how to perform at their best

but there's a problem...

- We're overloaded with information

- There are too many competing ideas

- No-one gives you a plan

Making The Science Of Human Performance Accessible

Through my content, keynotes and workshops, I aim to make the science of human performance accessible and practical. I'll also bust some of the myths related to human wellbeing and equip you with confidence and clarity about the actions you can take to improve your wellbeing and performance.

Learning From High-Performance Sport

My journey into the world of human performance began in the early 2000s when I moved to France to pursue my dream of becoming a professional cyclist. Early on, it became clear that I wasn't the most talented athlete, but I began to read and apply the latest scientific research to make the most of my potential.

I had the opportunity to race full-time for several seasons, and my passion for measuring and improving human performance was established, but when my own athletic progress plateaued, I returned to the UK, to study Sports Science, and eventually set up my own coaching business.

The Impact Of Stress & Cognitive Load On Performance

While I worked with elite and professional riders, the majority of my clients were busy executives with demanding careers and ambitious sporting goals. I noticed the massive impact of psychological stress and cognitive load on their performance and became fascinated with the workplace. I began to apply tools and frameworks from the world of sports science, in an attempt to understand and quantify working life.

Researching Knowledge Work As A Cognitive Endurance Activity

I was determined to learn more about what was making work so demanding, and how we might be able to make working life more sustainable.

As I measured a wide range of variables, from sleep and stress to work-life conflict and cognitive performance, I had a revelation. I realised that I could conceptualise knowledge work – work where we 'think for a living' - as a cognitive endurance activity.

Equipping Clients To Perform At Their Best, Sustainably

This revelation inspires my work and research to this day, as I help my clients discover how they can perform at their best, sustainably.

I collaborate with a global network of world-class specialists, draw on my ongoing academic research, experience as a C-level executive, driving innovation at a world-leading human performance company, consulting and speaking engagements for some of the most demanding individuals and organisations, ranging from top-ranked sports teams to Fortune 500 companies.



THE CONTENT YOU NEED

to perform at your best

Many of us would like to work smarter, sleep better, upgrade our brains and increase our endurance to meet the growing demands of our professional and personal lives. The world is full of good ideas about how to achieve this, but it can feel challenging to figure out which ideas will work, and how to fit these ideas into our busy lives. James' keynotes, presentations and workshops are designed to make the complex science of human performance digestible, guide the participants to a new understanding of how to translate research into real-world applications, and provide inspiration and practical tools to leave the participants feeling equipped to succeed in life and work with more energy and less stress.

Presentation themes



Work smarter,
not harder



Manage
stress



Enhance
cognitive
performance



Increase
endurance



Improve sleep
and recovery

On the following page, you can find examples of existing keynote and workshop themes, but James is also happy to discuss how he can create and adapt content to fit the theme and requirements of your event, be it a conference or workshop, offsite or company retreat.



Presentation & workshop features



Custom
content to fit your
audience



Interactive polls to
increase
engagement



Smartphone
assessments with
instant personal
insights



Live brain monitoring
demonstrations



Branded event
micro-sites for
interactive
content

KEYNOTE

& workshop examples

BUILD YOUR BRAIN FITNESS

Automation, augmentation & an ageing population mean that human cognitive capabilities are an increasingly important differentiator in the workplace.



Find out how to:

- Combat distraction, improve focus and accelerate learning.
- Enhance creativity and fuel innovation.
- Understand what the evidence really says about brain training, meditation and supplements.
- Use exercise, sleep and nutrition to improve cognitive performance.
- Recognise and manage helpful and unhelpful stress.

Discover:

- The links between sleep, health and performance.
- The most effective day-time breaks.
- Optimum napping tactics.
- How caffeine influences performance and sleep and how to use caffeine more efficiently and effectively.
- How to manage and reduce jetlag.

MAKE SLEEP YOUR SUPER-POWER

Inadequate sleep affects more than 1 in 3 adults, but many people still think they can cheat on sleep.



ALWAYS ON

While high-energy working practices can drive productivity and impact, many of us feel like we never switch off.



Find out:

- The top drivers of your 'always-on' culture and why we can't switch off.
- The dark side of passion and why it can lead to a feeling of work controlling us.
- The principles that enable top athletes to perform at their best in the most challenging circumstances.
- How to get better at 'switching off our brains', when we want to.
- The most effective stress management techniques.

CLIENT TESTIMONIALS

& recommendations

An Award-Winning Communicator

In 2018, James won the Nordic Business Forum speaker contest, going on to speak for an audience of 7,500 people at the Nordic Business Forum's annual business conference. James delivered his keynote as part of a formidable speaker line-up including former President Barack Obama. You can watch James' presentation, here: <https://www.youtube.com/watch?v=xnlAoZDGg-U&> and find a show-reel of other recent presentations, here: <https://youtu.be/3PFw26WiB0M>



"We were looking for an inspiring speaker that would be able to share new insights and a new perspective. What we didn't expect was for a total experience. James is able to combine elements of his work in sport, science and the corporate world to provide an engaging presentation. From the moment, James, stepped onto stage to his closing remarks, the audience was gripped."

Katherine Shenton

Global Head of Marketing & Communications
@ QuantumBlack, a McKinsey company

"James' talk was the perfect mix between leadership, motivation and technology. It was entertaining and relevant at the same time. Our team loved the practical take-aways that were dropped into the story and some of them will definitely help to boost our performance. I would definitely recommend James for any corporate event."

Floor Bleeker

Chief Information Officer
Middle East & Africa @ Accor



James has presented for a wide-range of prestigious clients including:



INFORMATION

for event organisers & agencies

Biography

This short biography can be used in any promotional material for your event:

James Hewitt is a performance scientist and award-winning communicator. He has dedicated his career to enabling people to perform at their best through sharing novel data, cutting edge insights and practical tools, developed in his work with the world's most demanding & top-performing organisations.



Requirements For Audio & Video

Please ensure that your facilities have the following equipment:

1. Projector with PowerPoint presentation capability
2. Lavalier or Countryman microphone.
3. Two handheld wireless microphones for audience Q&A session (if required).
4. Wireless presenter for the PowerPoint presentation.

Requirements For Live Brain Monitoring Demonstration

James can integrate a live-brain monitoring demonstration into his presentations and workshops. This feature utilises a mobile, wireless EEG headset, which visualises James' brain activity, levels of stress and focus, in real-time, as a 3D rotating model on the screen. To deliver this demonstration, James needs to connect his Apple MacBook Pro laptop computer to the venue's presentation system.

This requires:

1. Facility to mirror James' laptop computer screen on the venue's presentation system.
2. An HDMI connection for James' laptop computer.
3. An HDMI cable long enough (or an accessible port) for James' laptop computer to be on stage with him (as the EEG headset communicates via Bluetooth).
4. A podium or table for the laptop computer.



BOOKING

& travel requirements

How far in advance do we need to book James as a speaker?

James Hewitt is in high demand as a keynote speaker, and we cannot guarantee that he will be available for all engagements. We recommend contacting us at least four to six weeks in advance of your preferred date, but we will do our best to accommodate special circumstances.

Will we be able to speak with James before the event?

Yes. Before the event, we will arrange for a call between you and James to discuss the outcomes you are aiming for.

Typically, you will inform James about your organisation's current issues, goals and challenges, or the event focus, as well as the general makeup of the keynote audience, to make sure that everyone gets the most out of the experience.

Can we record James' presentation?

Audio or video recording or broadcast of James' presentation is allowed, by request, with prior written approval.

Where can I find more information about James?

Visit jameshewittperformance.com, where you can find James latest content and learn more about his work and research.

Who is responsible for making the travel arrangements for James?

We will make airline travel arrangements, but require the client to cover the cost of flights, ground transport and hotel accommodation, in addition to the speaking fee, with the following conditions.

What are James' travel and accommodation requirements?

Flights: Event Organiser/Purchaser will cover the cost of one return airline ticket, from Geneva, Switzerland, with the following conditions:

- Economy/coach class ticket for flight-time under 3 hours.
- Business-class ticket for flight-time over 3 hours.

Ground transport: Event Organiser/Purchaser shall provide ground transportation for James, for ground transport runs between the airport, hotel, and venue, including return transport to the airport.

Hotel accommodation: When contracted to provide hotel accommodations, Event Organiser/Purchaser is to provide a room according to the schedule below.

- The room shall be available for check-in on the day before the performance, until the designated checkout time the day following the performance, unless earlier check-out is possible, given the timing of the event and associated travel requirements.
- The hotel shall be at least 4-star.
- The hotel shall, preferably, have its own fitness centre.
- Event Organiser/Purchaser shall not be responsible for any extra charges during James' stay.

We ask that the client make James' hotel arrangements and provide the reservation information to team@jameshewittperformance.com

Speaker fee

A non-refundable deposit totalling 50% of the keynote fee plus flight costs is due on contract signing, to hold the agreed-upon date for the client.

Please contact team@jameshewittperformance.com with any questions regarding keynotes, presentations or workshops.

