

FOR LEADERSHIP CONFERENCES:

The Power of Beliefs: The Seven Core Beliefs That Predict Team Performance, Resilience, and Well-Being

The greatest predictor of future performance is the beliefs people hold about themselves, their teams, and what is possible. For leaders, the insight goes even further: **beliefs are contagious**. Whether intentionally or unintentionally, leaders shape the belief systems their teams operate within every day for good or bad. But beliefs do more than shape how teams see the world. They shape what teams *do next*.

In this high-impact, interactive, and humorous keynote, world-renowned researcher and *NYTimes* bestselling author **Shawn Achor** reveals how the beliefs embedded in a team's culture can either lift performance ceilings or quietly cap potential. Based on his research and work with NASA, elite military units, NFL and NBA teams, and over one-third of the Fortune 100, Shawn has identified the **seven core power beliefs that the most successful leaders and teams share**. Scientifically, beliefs don't just reflect reality—they bend it, changing their likelihood of success. When leaders deliberately build these beliefs into how teams communicate, recognize effort, and respond to failure, organizations have achieved measurable outcomes, including: revenue growth of up to **50% in 18 months**, **31% increases in productivity**, **14% improvements in retention**, **37% gains in sales performance**, **23% drop in burnout**, as well as **stronger resilience, trust, and sustained engagement during change**.

In this talk, Shawn shows leaders how to actively embed positive beliefs into culture by

- Signaling what matters through language, attention, and modeling
- Shaping perception, helping teams see opportunities others miss
- Reducing change anxiety by reinforcing trust and shared purpose
- Building resilience by strengthening belief after setbacks and rejection
- Amplifying social connection, creating a “home-field advantage” for teams
- Reinforcing the belief that individual behavior matters and compounds

Shawn provides **six practical strategies** leaders can use immediately to defuse limiting beliefs and replace them with empowering ones—across teams, departments, and organizations. *Culture is not what leaders say—it is what teams believe*. And when leaders change belief, they change the future. **Same world. Different beliefs. Different outcome.**

Key Takeaways for Leaders

- Why belief is one of the most powerful—and overlooked—drivers of team performance
- The seven core power beliefs shared by the highest-performing teams
- Six evidence-based strategies for embedding empowering beliefs into team culture
- How leaders can intentionally design environments where belief fuels resilience, trust, and sustained success