



Since 2015, Cristina M. Ramirez has empowered thousands of individuals, from children to corporate executives, to redefine what is possible for themselves, their families, companies and communities.

Her unique and innovative approach to workforce development brings a fresh training program that uses engaging games and activities to teach confidence and the power of a growth mindset. With expert guidance, participants learn to embrace discomfort, persist through obstacles, and develop unwavering confidence in their ability to face challenges.

## Organizations focus on strategies to deliver results. *And then wonder why they fall short.*

Confidence demands a seat at the table of any organization wanting to operate at their highest level. The good news is that we all have the ability to be confident. The bad news is we all need to nurture this trait if we want it to shine. Organizations who invest in empowering their teams will create a more talented, high-performing, and loyal workforce.

Confidence is a:

- ✔ **Performance Booster:** Confident employees believe in their skills and abilities and are more willing to take on new challenges.
- ✔ **Innovation Catalyst:** Confidence encourages idea sharing and risk-taking, fueling an atmosphere of innovation.
- ✔ **Resilient Problem-Solver:** Confidence doesn't sweat a problem, it welcomes it as an opportunity for growth. It approaches challenges with a can-do attitude, explores creative solutions, and persistently works toward resolutions.
- ✔ **Client Magnet:** Confidence exudes trust that your team knows how to execute and solve a customer's most pressing issue.
- ✔ **Team Maker:** When confidence is around, everyone is valued and encouraged to share ideas and work together towards a common goal.

Investing in confidence training for your workforce shows your teams that you value their work. And when employees feel valued, they tend to **stay an average of three years longer** in their organization.

(Source: 2023 Global Culture Report, O.C. Tanner Institute)





# EMPOWERED BY DISCOMFORT

## Redefining Challenges, Empowering Confidence

### Keynote

We all face challenges. Yet the idea that challenges are problems is an out-dated and harmful way to lead our lives. Challenges aren't something to hide from, numb or avoid. They are flashing signs that show us what we need to tackle next in our evolving. This keynote will empower audiences to reframe their view of discomfort and challenges, and receive the tools to face their biggest challenge showing up today.

#### Key takeaways:

- Discomfort is there to show us what area of our life we need to focus on right now to reach our next level
- Confidence is the lifelong practice of facing your discomfort
- We all have 5 innate superpowers that can help us face challenges with confidence.



### TeamLift

Sometimes, all you need to create a mindset shift and ignite a positive momentum is 30 minutes.

That is what TeamLift provides. A 30 to 45-minute talk to help your team reframe challenges and understand they have the power to face them with confidence.

Done on Zoom or in person, these TeamLift talks are perfect for a guest appearance in a routine team meeting when your group needs some inspiration to navigate a challenging time.

Participants will leave with a reframe of what challenges actually are and a specific tool they can harness to move through them effectively.





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Redefining Challenges, Empowering Confidence

## Workshop

We provide 90 minute virtual or in person workshops all based on the principles and tools of the best selling book: *Empowered by Discomfort*. Our workshops are tailored to your groups needs, and always include an experiential activity... yes, even online.

Topics we covered in the past include: personal agency within a set framework, creating a supportive culture of asking for help, team cohesiveness, living in the world of possibility.

Get ready to witness a positive shift in mindset and equip your team with tools they can implement immediately.

Ask us for a demo!



## Customized Training

Tailored to meet your team's unique needs, this half-day or full-day training will lead your group from confusion to confidence. We will first meet to diagnose the current environment and focus on the specific results you'd like to obtain.

If we are not 100% confident we can deliver those results, we will not continue with a proposal. However, if we are able to create the shifts you are looking for, we develop a custom training that invokes *Empowered by Discomfort* principles and includes experiential activities to ensure the lessons we talk about are embodied.

The training is dynamic, inspirational, and leave teams with practical tools to continue developing confidence.





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Redefining Challenges, Empowering Confidence

Over 95% satisfaction rate

Over 30% of participants say  
our training is "life-changing"

## What participants are saying:



*I appreciate how genuine Cristina was - many business workshops feel overly cheesy or fluffy, but this one found the balance of being empowering but practical.*



*Love how much value was offered in such a short period of time. The content is actionable and easy to integrate into day-to-day thinking as well as management support.*



*It was a really cool and applicable way to take on life to be more productive and healthy outlooks. Really enjoyed this!*



*I thought this was great. Put things in a different perspective and allowed for the subject to really be thought about and assessed. Time to reflect internally.*



*Cristina was an incredible, genuine host. Thank you for sharing your insights!!!*



*Thank you, Cristina! I think this type of training, especially from an outside party, is important for our growth as a company.*

