



MATT CLARK

Topic Highlights

The following summaries will serve as a general outline for my presentation. Each talk or workshop can and will be tailored to reflect and include the theme of your event. Topics can also be combined to include a keynote followed by a workshop. I'm easy to do business with and I look forward to working with you!

The 4 Pillars Of A Championship Team

Based on his experience, Matt identifies the four pillars of a championship team as, mindset, culture, communication and execution. These four areas are foundational to building championship teams that win. These "power four" serve as the foundation and framework for his work. Business leaders call apply something from each area immediately. We will discuss at a high level:

- Mindset: The battle is first won in the mind.
- Culture: Culture happens by design or default.
- Communication: Championship teams communicate to win.
- Execution: Accountability and metrics that matter.

MindSHIFT: Shifting Beliefs 4 Success

Matt dives into the discovery of his own self-limiting beliefs and his twenty year struggle with imposter syndrome. Willpower isn't enough when it comes to changing core beliefs. Our beliefs are happening at the cellular level and running in the subconscious with an "automatic transmission", shifting gears in the background.

Matt will share that winning starts with mindset. Successful teams, must develop a champion's mindset. Champions have no choice but to have a growth oriented mindset and to be focused on continual improvement even in the most challenging situations. Championships are won in the mind, long before they are witnessed on the field of play.

Culture: The Ultimate Horsepower

Culture is the "personality" of your team or organization. It is the way members interact, or "do business", both internally and externally. Culture reflects the embodiment and outward expression of the teams mission, vision and core values. We will discuss that culture happens by design or default.

Matt will unpack the idea that most teams in a business setting, are in fact performance based but may not be functioning as such. The same basic team building principals apply across organizations and industries. Every team member has a clearly defined role with specific responsibilities just like a high performance pit crew.

Communicate To Accelerate!

Matt will highlight the criticality of clear and concise communication in NASCAR. Drivers, crew chiefs and pit crews rely on their spotter to provide real-time information about track conditions, obstacles, and competitors. Effective communication plays a pivotal role in steering teams towards victory. We examine the importance of brevity, accuracy, and contextual awareness in relaying information swiftly and precisely, ensuring that decisions are made with maximum efficiency.

We will also dive into the team dynamics within a NASCAR pit crew. These tightly knit groups epitomize seamless coordination and synchronized action, where every second counts. We uncover how constant communication, both verbal and non-verbal, facilitates flawless pit stops, showcasing the significance of trust, shared goals, and clear roles in achieving peak performance.

11 Second Success: Measure What Matters!

An 11 second pitstop is broken down into at least twenty-five distinct time segments for critical review and millisecond improvement. Measuring the right metrics gives quantifiable results that can be improved.

NASCAR Pit crews spend about 60 - 80 seconds a week actually working on getting results; changing tires, fueling and adjusting the car during the race. Each pit stop can be 10-12 seconds with the average of 5 - 7 pits tops per race. These Pit Athletes are required to workout, rehab, stretch, watch film, setup & tear down, all of which is important. However, at the end of the day, it's the number on the stopwatch that matters.

The same holds true in the business world. Ultimately, it's all about the results. Tenths of a second on pit road mean the difference between winning and losing. Forty years ago, Peter Drucker famously wrote, " what gets measured, gets improved" and it's just as true today.

Pit Road Leadership Principles

Effective leaders must foster a cohesive and collaborative team environment. A NASCAR pit crew seamlessly executes their individual tasks in sync with each other where clear communication, trust, and shared goals lead to victory lane. Adaptability and quick decision-making on pit road is critical for pit crews operate in an ever-changing and unpredictable environment, requiring leaders to make split-second decisions and adjust strategies on the fly.

Leaders embrace uncertainty, encourage creative problem-solving, and empower their teams to adapt swiftly to ever changing circumstances. The relentless pursuit of excellence is embedded in the DNA of a NASCAR pit crew. With the pressure of time and precision, pit crews exemplify a commitment to continuous improvement and a relentless drive to achieve perfection. We will explore the importance of setting high standards, fostering a culture of continuous learning, accountability and encouraging creativity and collaboration in leadership roles. This presentation will inspire attendees to push their boundaries and strive for excellence in their own department or business.