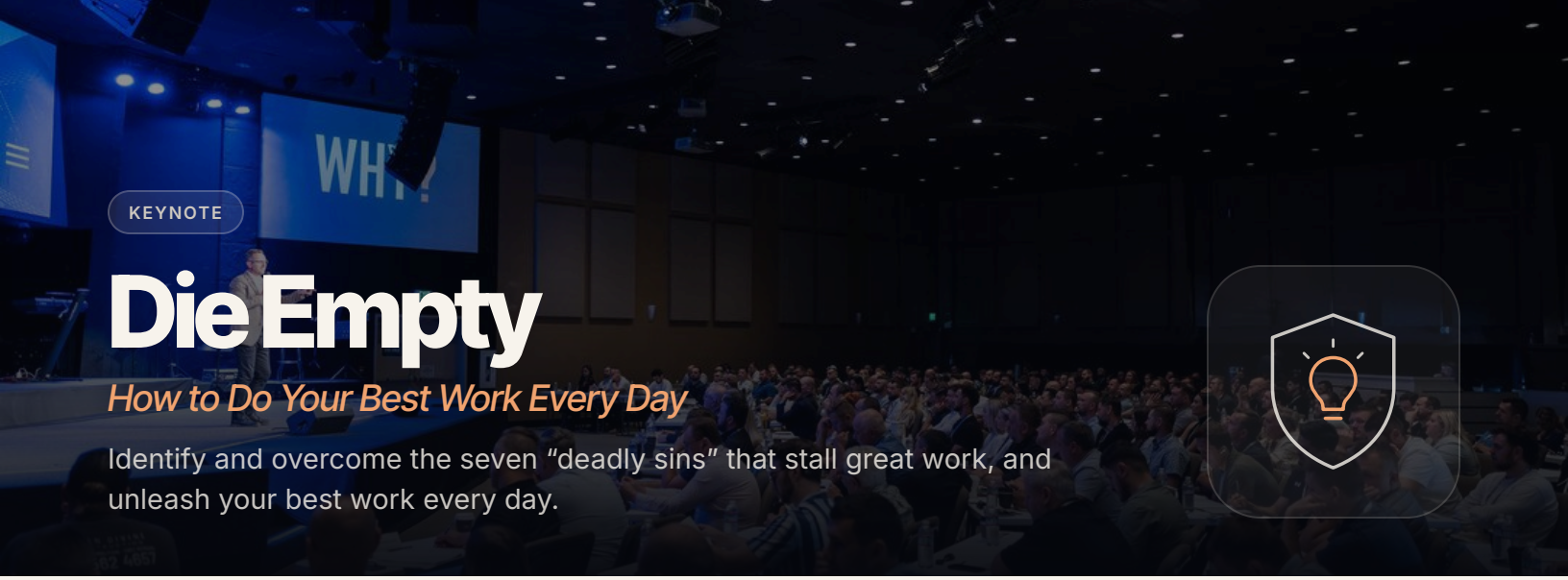


KEYNOTE

Die Empty

How to Do Your Best Work Every Day

Identify and overcome the seven “deadly sins” that stall great work, and unleash your best work every day.

THE BIG IDEA

Even the most talented, ambitious people get stuck. Simply working harder doesn’t guarantee results.

Creative problem solving can be a grind. Even the most talented leaders and creative pros can find themselves working hard but not achieving the results they want. That stagnation and loss of passion is frustrating and demoralizing, for individuals and organizations alike.

WHAT YOUR AUDIENCE WILL LEAVE WITH

01
How to identify and overcome the seven most common pitfalls that lead to stagnation

02
How to challenge assumptions and rediscover passion for brilliant work

03
How to navigate the natural phases of growth and overcome the fear of failure, and of success

WHO IT’S FOR

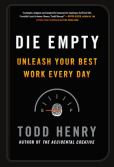
- ✓ Working hard but no longer seeing the results they want
- ✓ Feeling the drag of stagnation or lost passion
- ✓ Ready to reignite drive across their team

GUIDING PRINCIPLES

Define your battles
Counter aimlessness by choosing your goals wisely and building your life around them.

Be fiercely curious
Keep boredom from dulling your senses by approaching your work with curiosity.

Step out of your comfort zone
Make your contribution by embracing discomfort and lifelong growth.



Based on Todd’s book
Die Empty

Every session includes
Up to two planning sessions to customize it for your audience, plus PDF follow-up materials.

Watch & check dates