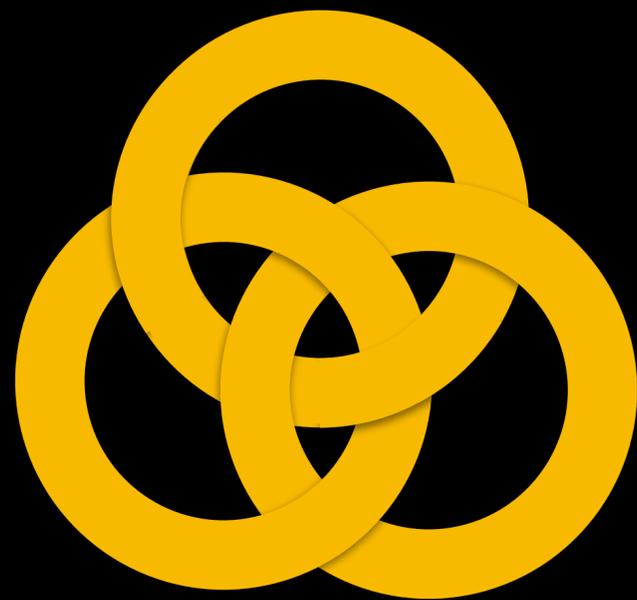


Built for Hard

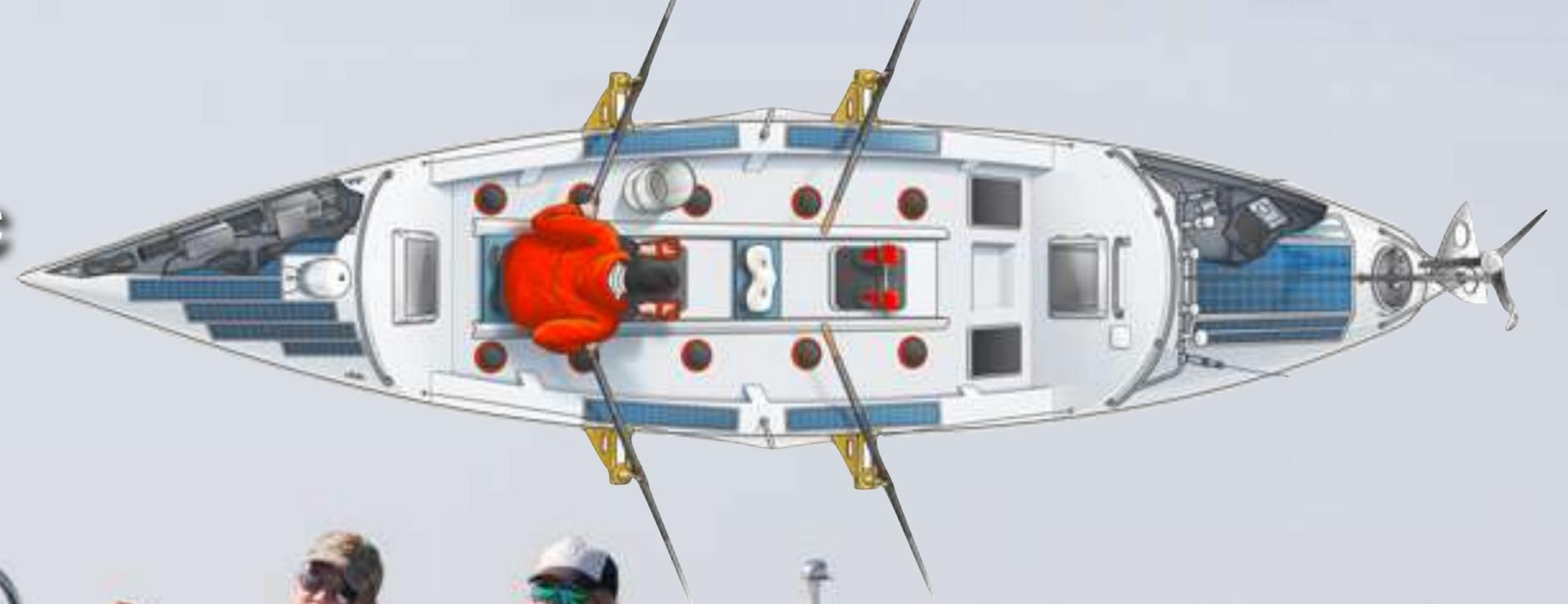
Riding the Waves of Change

V:DA



**It was about this
big...**

8 Scientific Studies



35,000 Students

7,000+ Km

100 ft² of living space

73 days at sea

4 rowers, alone



Hard is here—
*And you are not
alone*



Rowing a 2000m Olympic Race

5:30 minutes

*No pacing, no holding back
All-out sprint.*

Hard is a skill—
*You and your team
have trained for this*



Adam
Kreek

V:DA

Values Driven Achievement

Hard is the job—
And you do what
you need to do

Tariffs

New Technology

Markets

Staffing Shortages

Generational Differences

**LOCAL
NATIONAL
GLOBAL
HARD**

**YOUR
INDUSTRY'S
HARD**

**YOUR
ORGANIZATION'S
HARD**

**YOUR
HARD**

Economy

Artificial Intelligence

Elections

Pandemics

Changing Workforce

HARD IS HERE

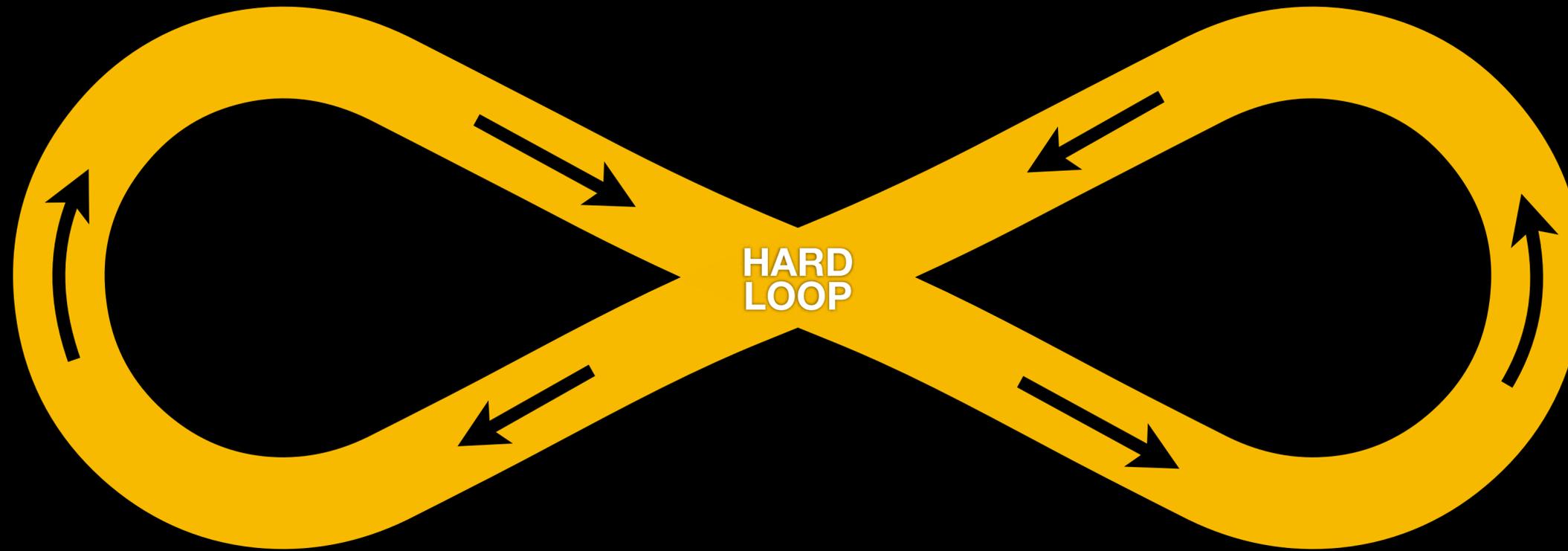
*And you are
built for it*

**I CAN WIN
THE HARD**

recommit

**I CAN SURVIVE
THE HARD**

respond



reimagine

**I CAN DO
THE HARD**

reflect

**THE HARD IS
TOO MUCH**



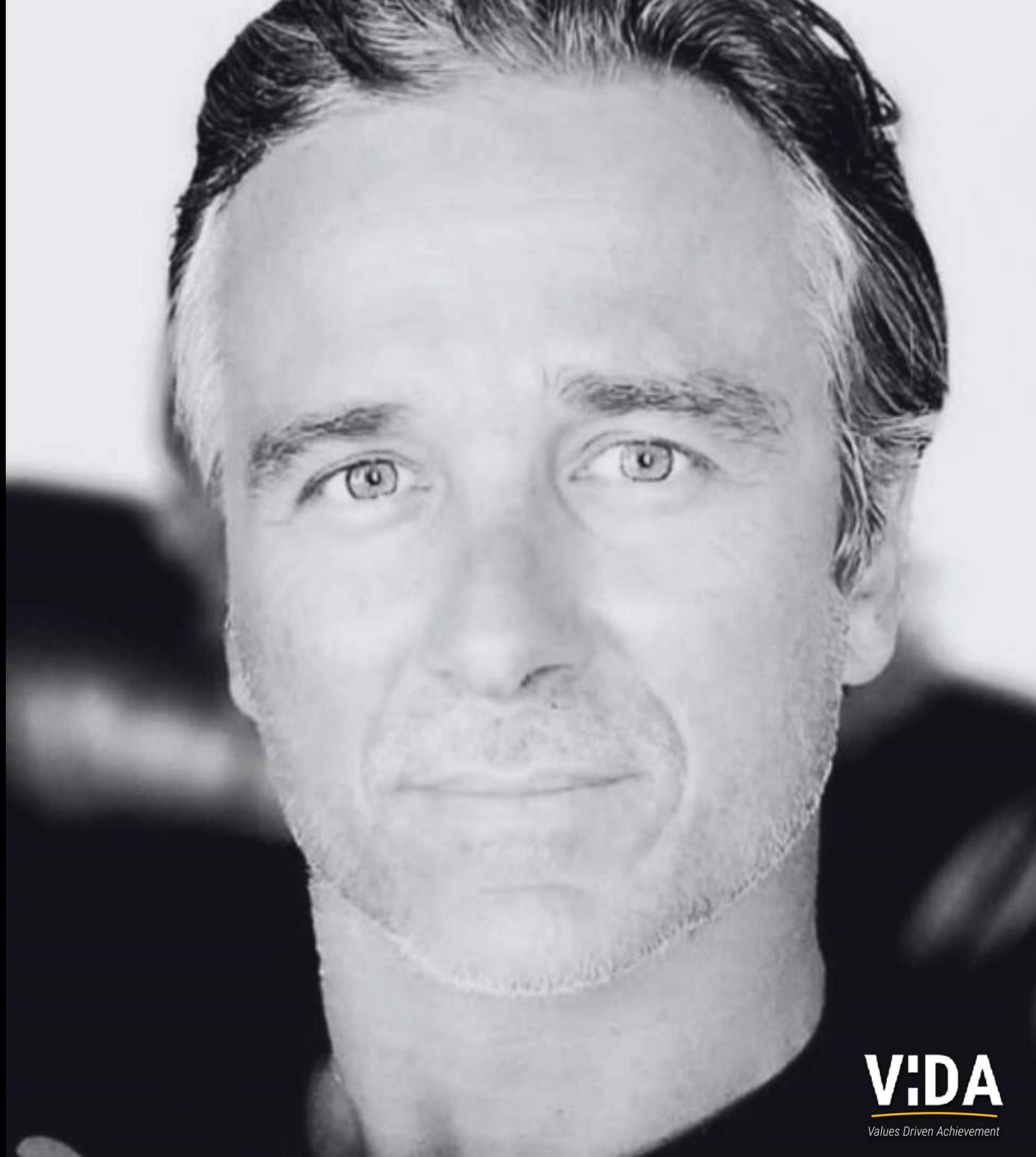
HARD IS HERE

Davidson
Saskatchewan



**“Together, we will rise
stronger.”**

- Clayton Schneider
President Panther Industries



2 Tools and 6 Values

to thrive through

THE HARD

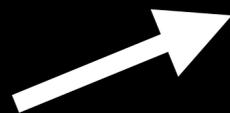
Built For Hard™ Playbook



Name

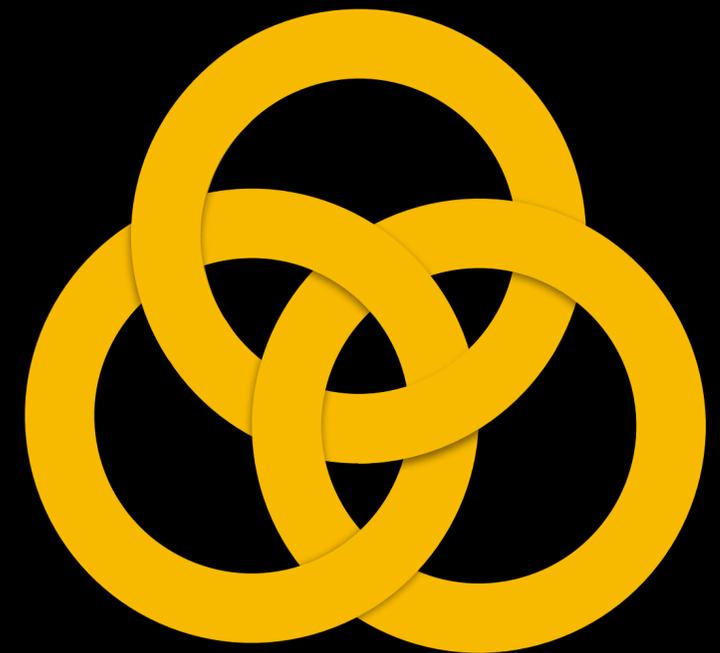
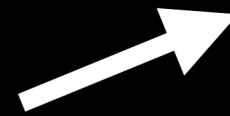
Face

The Hard



Train

**Build
For Hard**



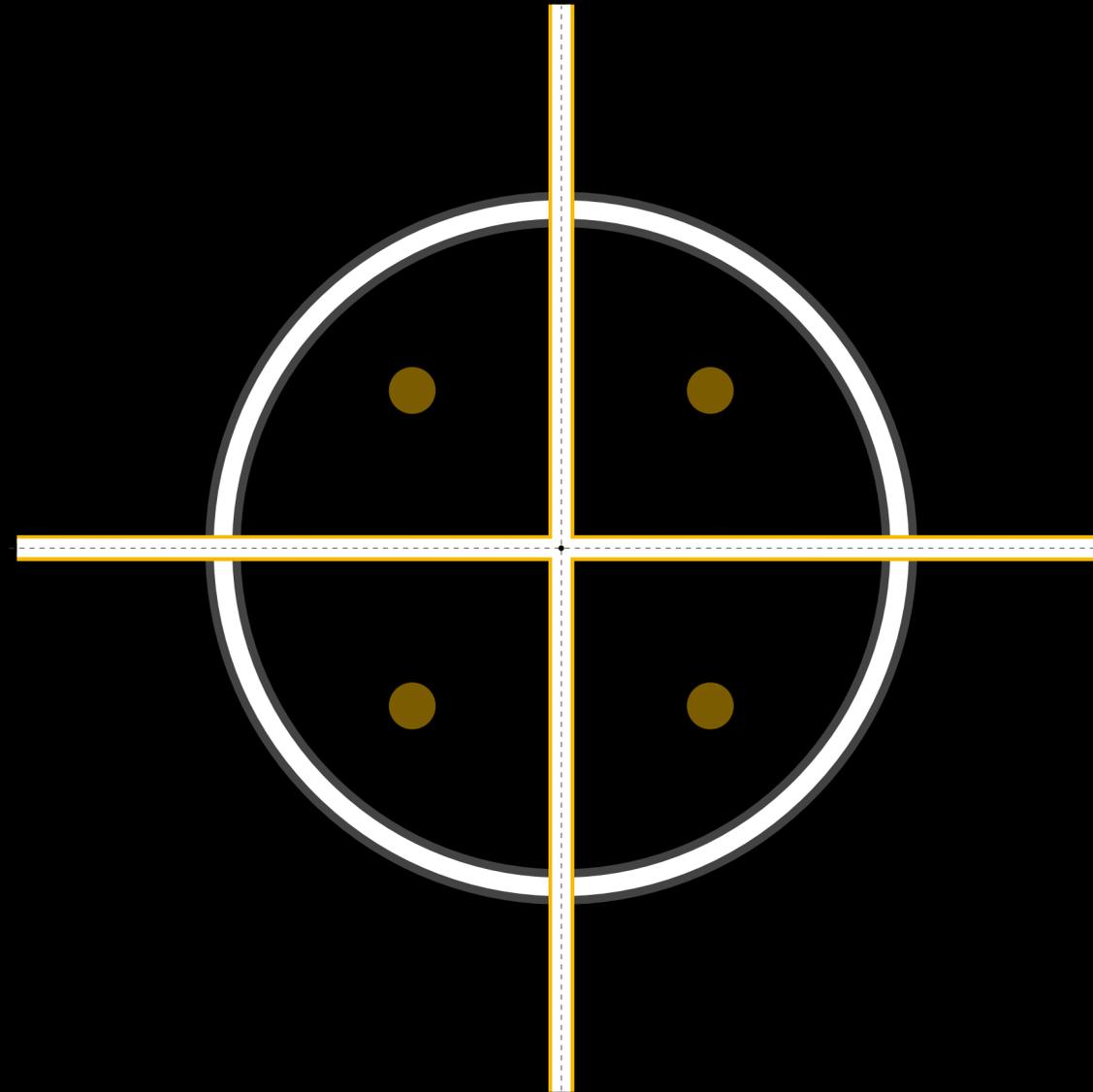
Transform

**Built
For Hard**

LOTS OF INSPIRATION + TOOLS

PICK ONE

*Find Ideas That
Resonate With
You*



*Take Notes
Write It
Down*

FOCUS

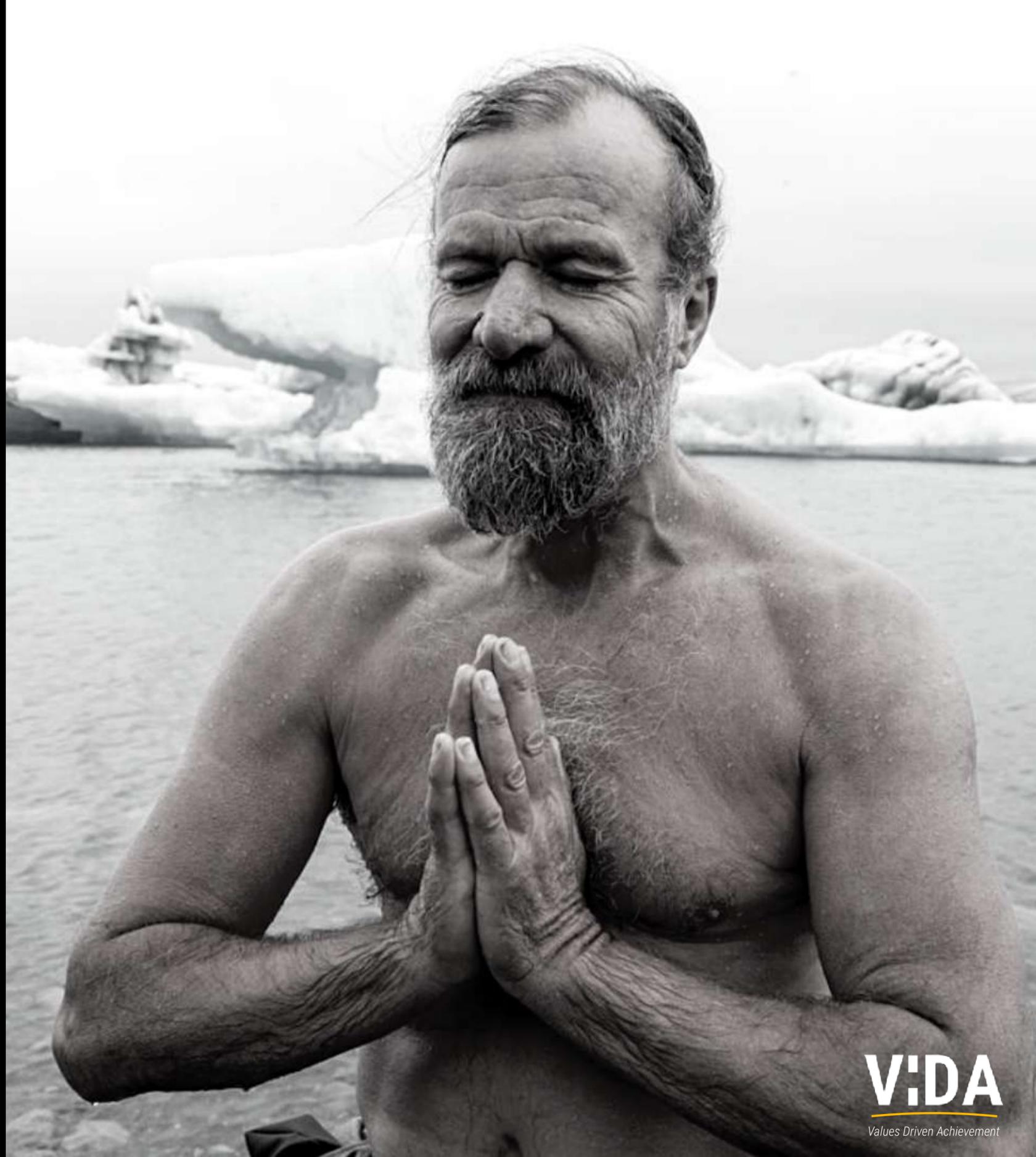
ON BUILDING YOUR LEADERSHIP

STAND UP

Breath is the mind
made visible.

“Our breathing has the ability
to enlighten and activate
more power and calm than
we can imagine.”

- **Wim Hof**
Dutch Athlete, Entrepreneur



TOOL

#1



Adaptation Cycle

When you remember the laws of endurance, you enable yourself to continue success, and endure more hard things.



Adam
Kreek

V:DA

Values Driven Achievement

We can do
hard things
we will adapt.

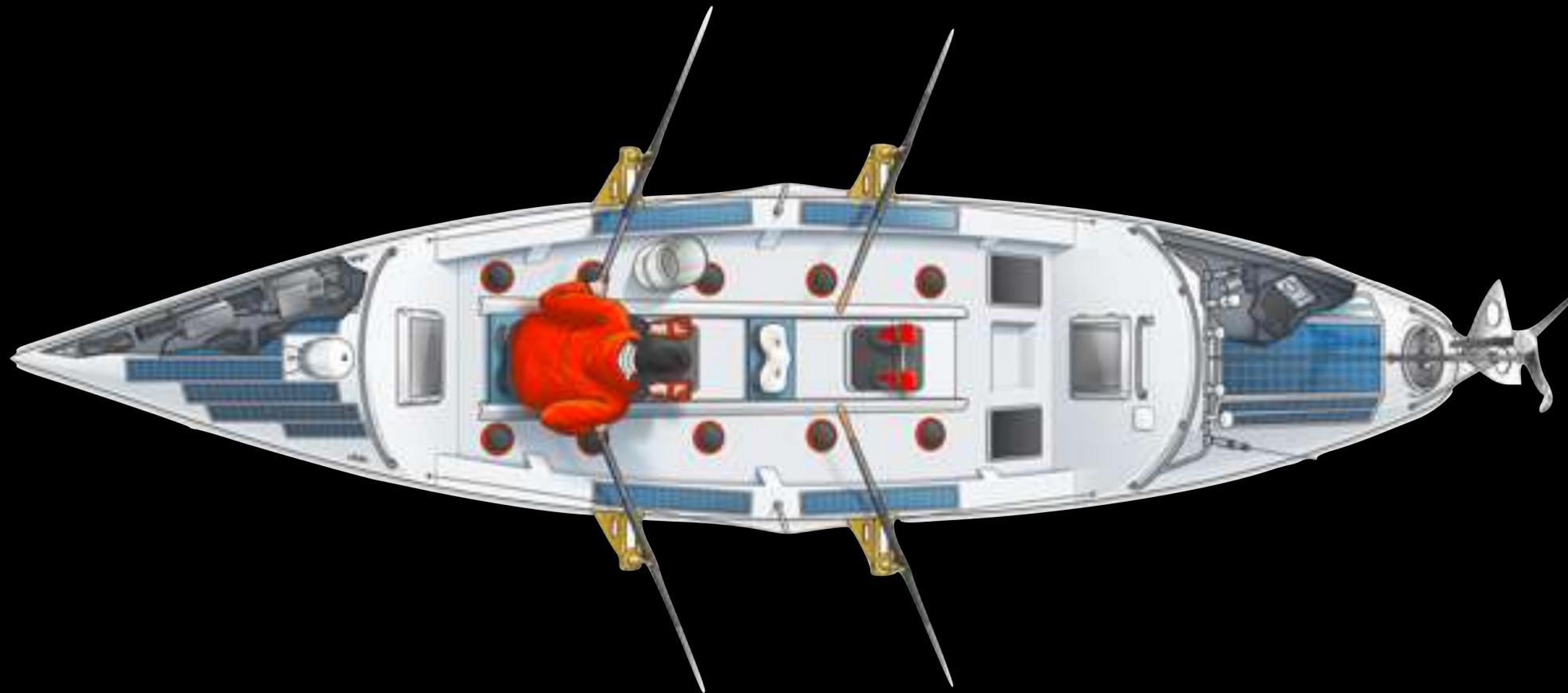
73 days at sea.

4 people.

100 square feet of living space.

How did you do it?

Without throwing your teammates overboard?



“A journey of 4 thousand
miles begins with a single
stroke”

Kreekfucius

Philosopher, Teacher, Politician



Adjusting to change:

Physiology of Adaptation

WHERE QUITTING
HAPPENS



WHERE WE
FALL OFF
AND GET
BACK ON



Days 1-2 **This is awesome!**

Days 3-8 **I hate this. I'm an idiot.**

Days 9-24 **I'm OK with this. I can do it.**

Days 25-35 **Wow! This feels really normal.**

Days 36+ **Thriving.**

Days 355+ **New change is here to stay.**



Adam
Kreek



Values Driven Achievement

It takes between **4 and 355**
days to create
LASTING CHANGE

CHANGE



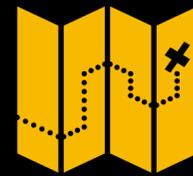
react

feel the pain



respond

find the fortitude



reimagine

create the strategy



recommit

make it happen



*adaptation
takes time*



Adam
Kreek

V:DA

Values Driven Achievement

**I CAN WIN
THE HARD**

recommit

**I CAN SURVIVE
THE HARD**

respond

Lasting change
takes time



between **4**
and **355**
days

reimagine

**I CAN DO
THE HARD**

reflect

**THE HARD IS
TOO MUCH**



Time to change

Habits take between 4 and 335 days to change, with the median time to form new habits are range between 59 to 66 days.

SCIENCE

Time to Form a Habit: A Systematic Review and Meta-Analysis of Health Behaviour Habit Formation and Its Determinants, Healthcare, 2024, Ben Singh



Adam
Kreek



Values Driven Achievement

VALUE Incremental Excellence

#1

We pour in massive work, relentless repetition, and disproportionate effort—for a sliver of gain that makes all the difference.





Mike Spracklen
Legendary Olympic
Rowing Coach



Adam
Kreek

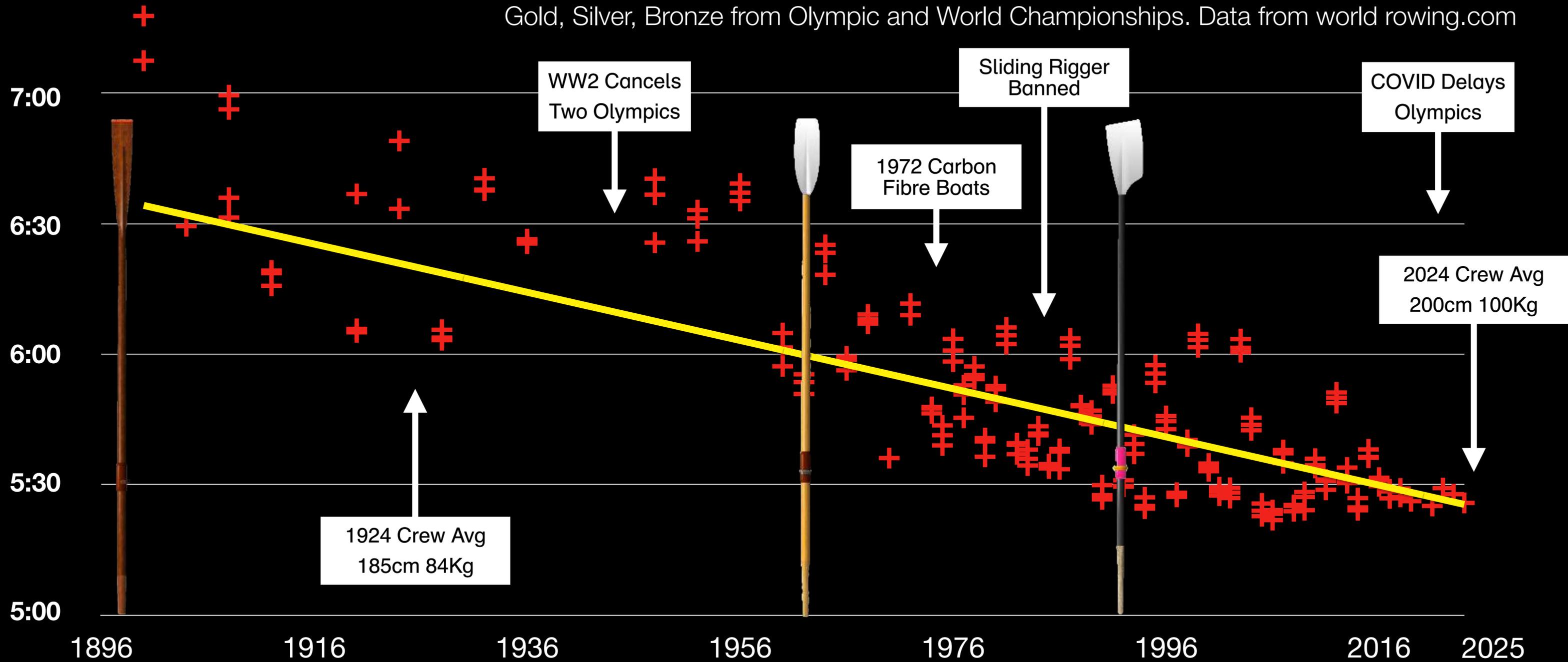
“You can train all winter and win by less than an inch. Always be inching.”



Values Driven Achievement

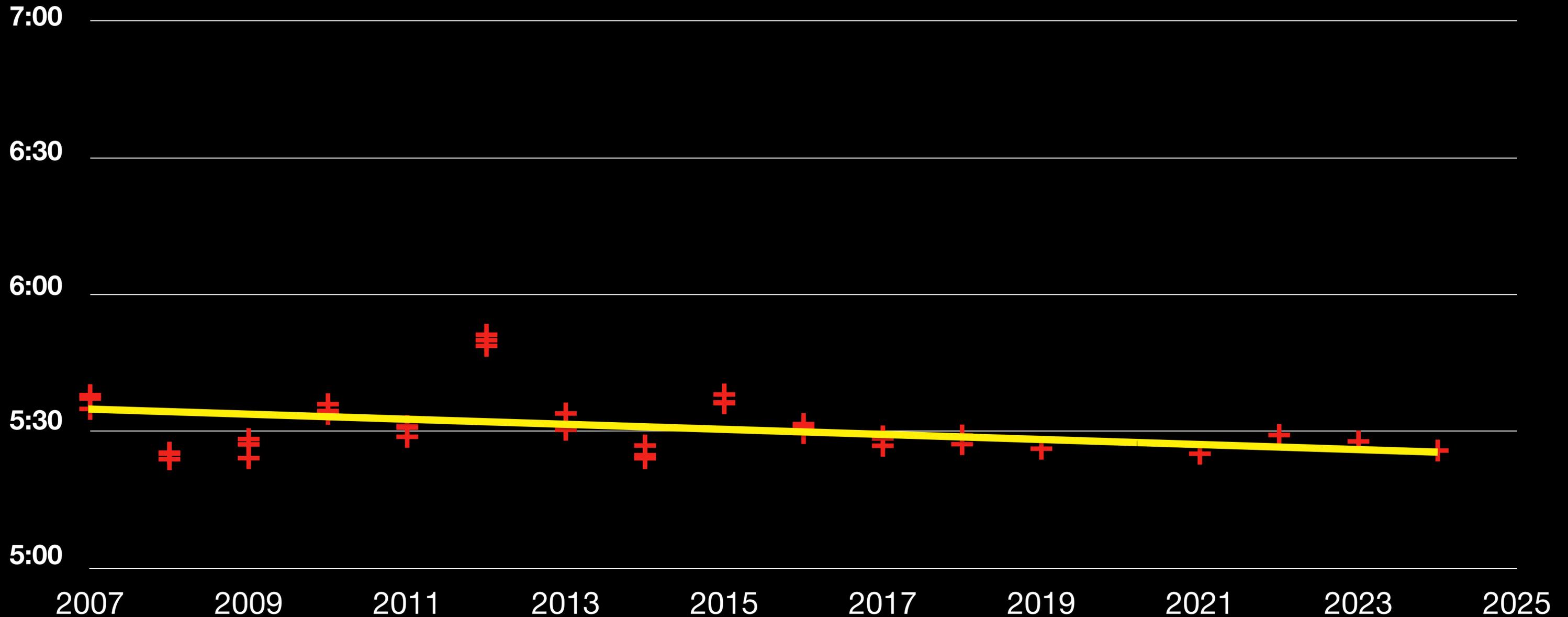
Men's 8+ Rowing Times

Gold, Silver, Bronze from Olympic and World Championships. Data from world rowing.com



Men's 8+ Rowing Times

Gold, Silver, Bronze from Olympic and World Championships. Data from world rowing.com



**Have you accepted the
reality and challenge of
your current competitive
environment?**



Competitiveness

Competitive job candidates are seen as more employable, non-competitive candidates are seen as less productive

Journal of Behavioral and Experimental Economics - Volume 110, June 2024, Elif Demiral

SCIENCE



Adam
Kreek



Values Driven Achievement



VALUE Impermanent Achievement

#2

Successes and failures of the past are data points, not emotional anchors or fuel for unreasonable expectations. Let go and keep setting new goals.



Adam
Kreek

V:DA

Values Driven Achievement



12 Years
580 Races & Time Trials
7,200 Training Sessions
13,400 Hours on the Water
2,200,000 Practice Strokes

Olympic Race: 1st
Strokes in Race: 220
Time to Win: 5:23.89

What purpose do you share?



1 Choked Olympic Final
2 Herniated Discs
100 Lost Training Days
1,000 Failures in Training
2,000,000 Imperfect Strokes

Olympic Race: 1st
Strokes in Race: 220
Time to Win: 5:23.89

What is YOUR focus?



Let it go



Grow

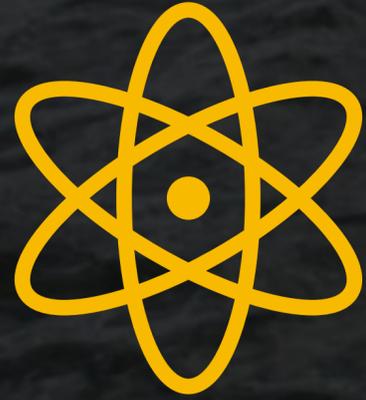


Learn



Reflect





Learn from others failures

We find it easier to learn from others failure than our own failures, because of ego. When we check our ego? We learn much more from our failures.

SCIENCE

Not Learning From Failure—the Greatest Failure of All, November 2019, Psychological Science. Lauren Eskreis-Winkler.

A rowing team of five men in red and white uniforms is celebrating in a yellow boat on a body of water. The team members are wearing white caps and sunglasses, and some have their arms raised in triumph. The background shows a blurred shoreline with greenery and a building.

**Success is not final.
Failure is not fatal.
It's the courage to
continue that counts.**



Adam
Kreek

V:DA

Values Driven Achievement



“This too shall pass...”

**Are we learning and
letting go of the wins
and losses of the past
and setting new goals?**



VALUE **Opportunity Focus**

#3

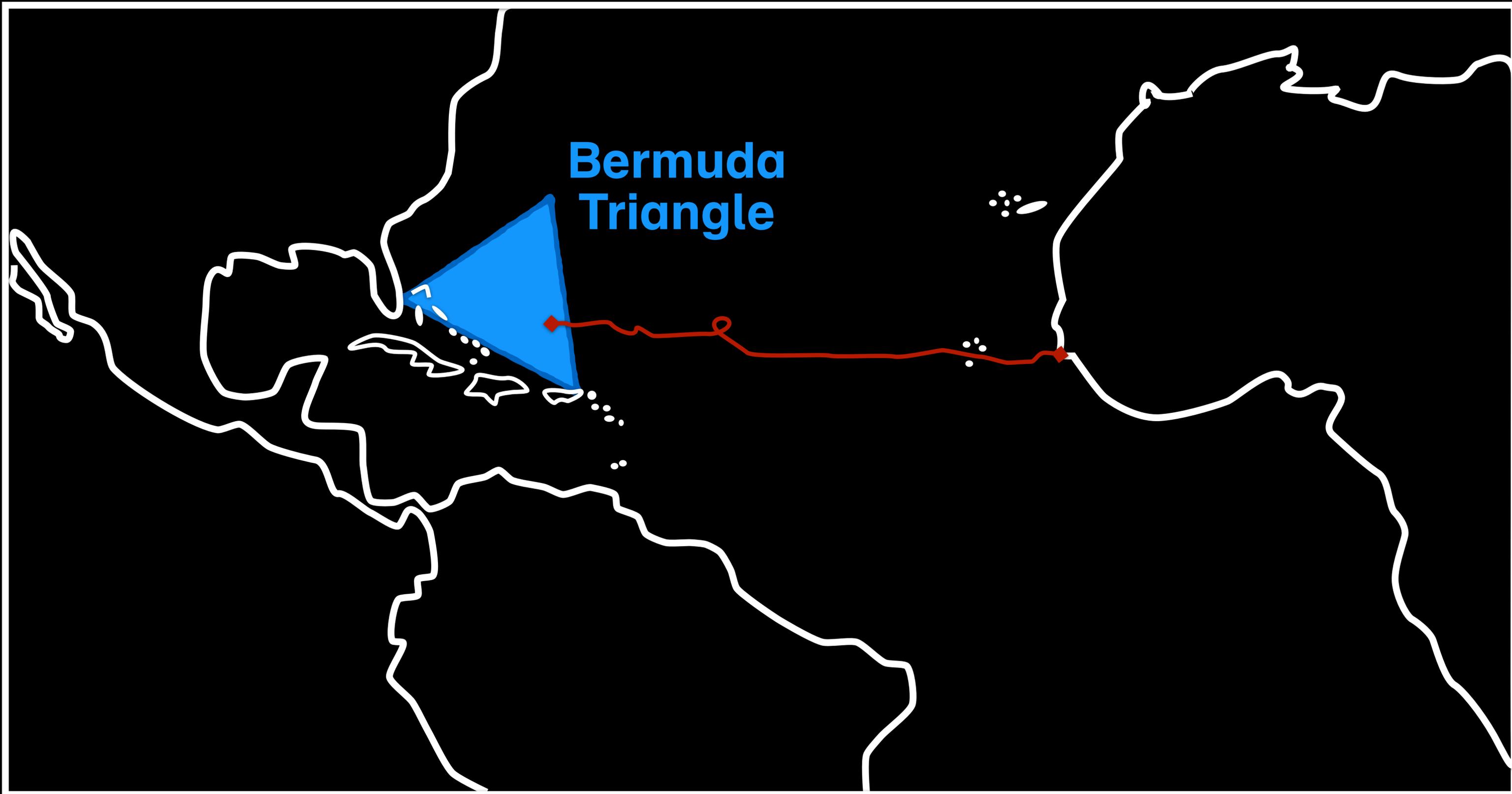
When you keep the bigger purpose and highest goal in mind, you can have more clarity on the next small steps to take.



Adam
Kreek

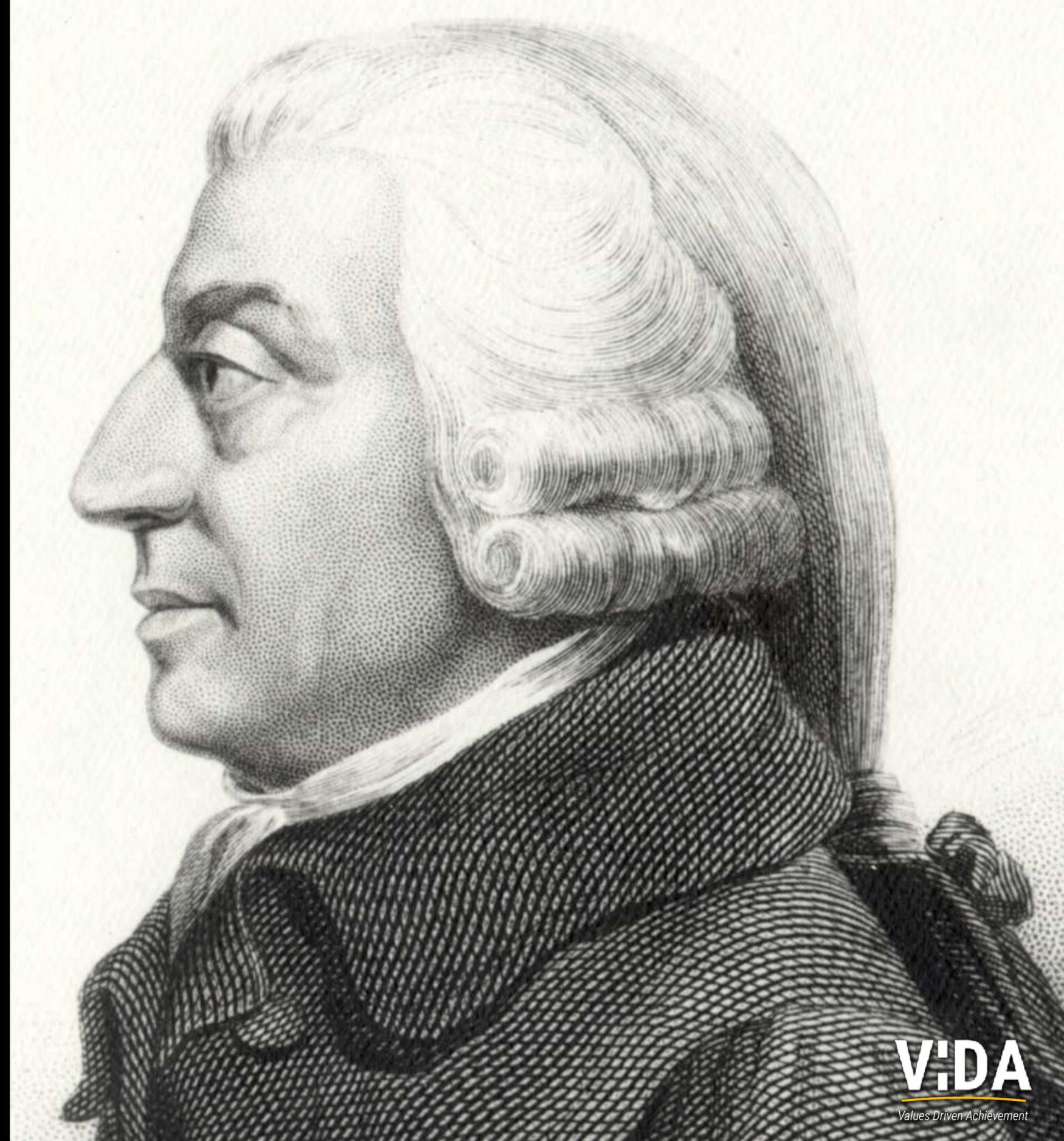
V:DA

Values Driven Achievement



“Expect and hope
that a **quarter of
your projects fail.**
If not, you’re not
taking enough
risk.”

- **Adam Smith**
Economist, Philosopher





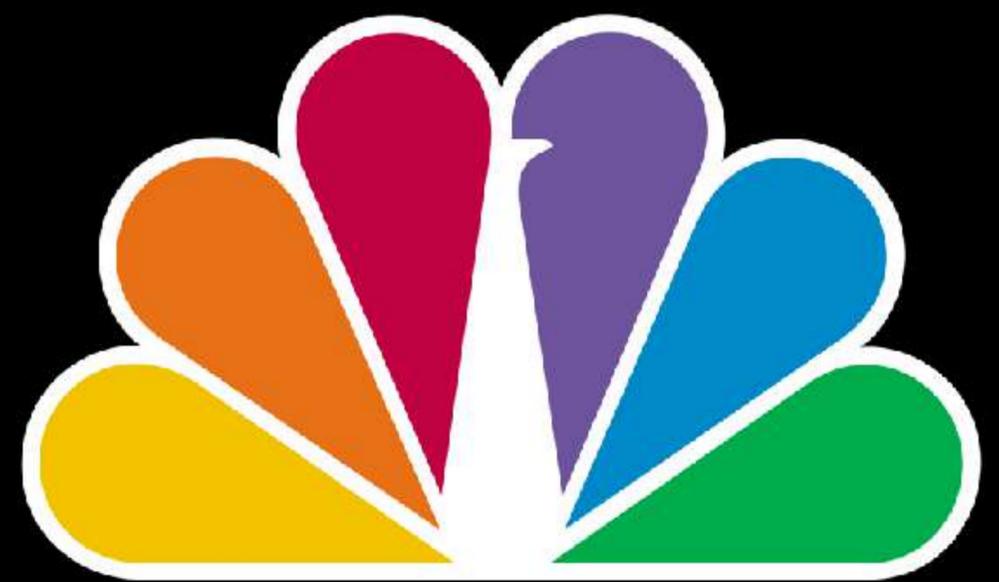


“There is always light. If only we're brave enough to see it. If only we're **brave enough to be it.**”

- **Amanda Gorman**
American Poet



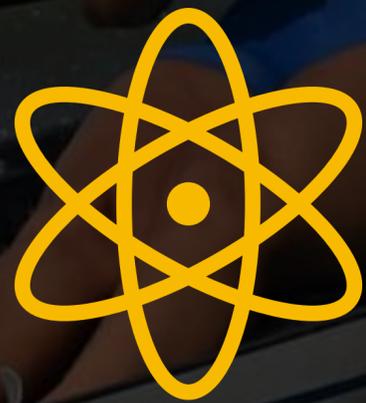
'CAPSIZED'



NBC DATELINE

**ROI x 3
marketing**

**Are we clear on our
purpose, goals and
vision? And using that
to find more
opportunities in
challenge?**



Talk Purpose, Benefits

Anchoring change initiatives in a clear and compelling purpose significantly enhances their success by inspiring, motivating and engaging others.

SCIENCE

Organize Your Change Initiative Around Purpose and Benefits by Antonio Nieto-Rodriguez. Harvard Business Review.

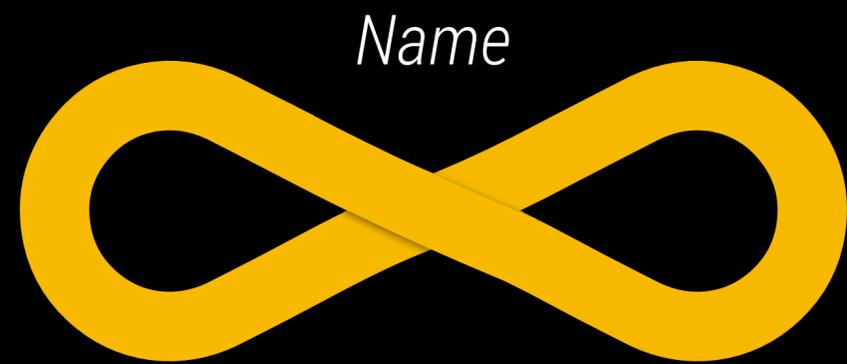


Adam
Kreek



Values Driven Achievement

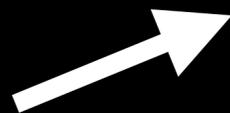
Built For Hard™ Playbook



Name

Face

The Hard



Train

**Build
For Hard**



Transform

**Built
For Hard**

Lead All Three Levels

You

Self-Leadership
How do I motivate myself to change?



Crew

Team-Leadership
How do I motivate others to change?

System

Organizational-Leadership
How do I influence the system to change?

Lead The First Level

You

Self-Leadership

*How do I
motivate myself
to change?*



*Be
Better in
the HARD*

How do I get myself
to **think, feel and act**
the way I know I
should?



TOOL
#2



Self-Determination

When you take better care of the engines that power you, you have the energy, intelligence and emotions to do hard things.



Adam
Kreek

COMPETENCE

*(Am I good and getting better?
Do I feel effective?)*

AUTONOMY

*(Can I do it my way?
Do I feel I have choice?)*

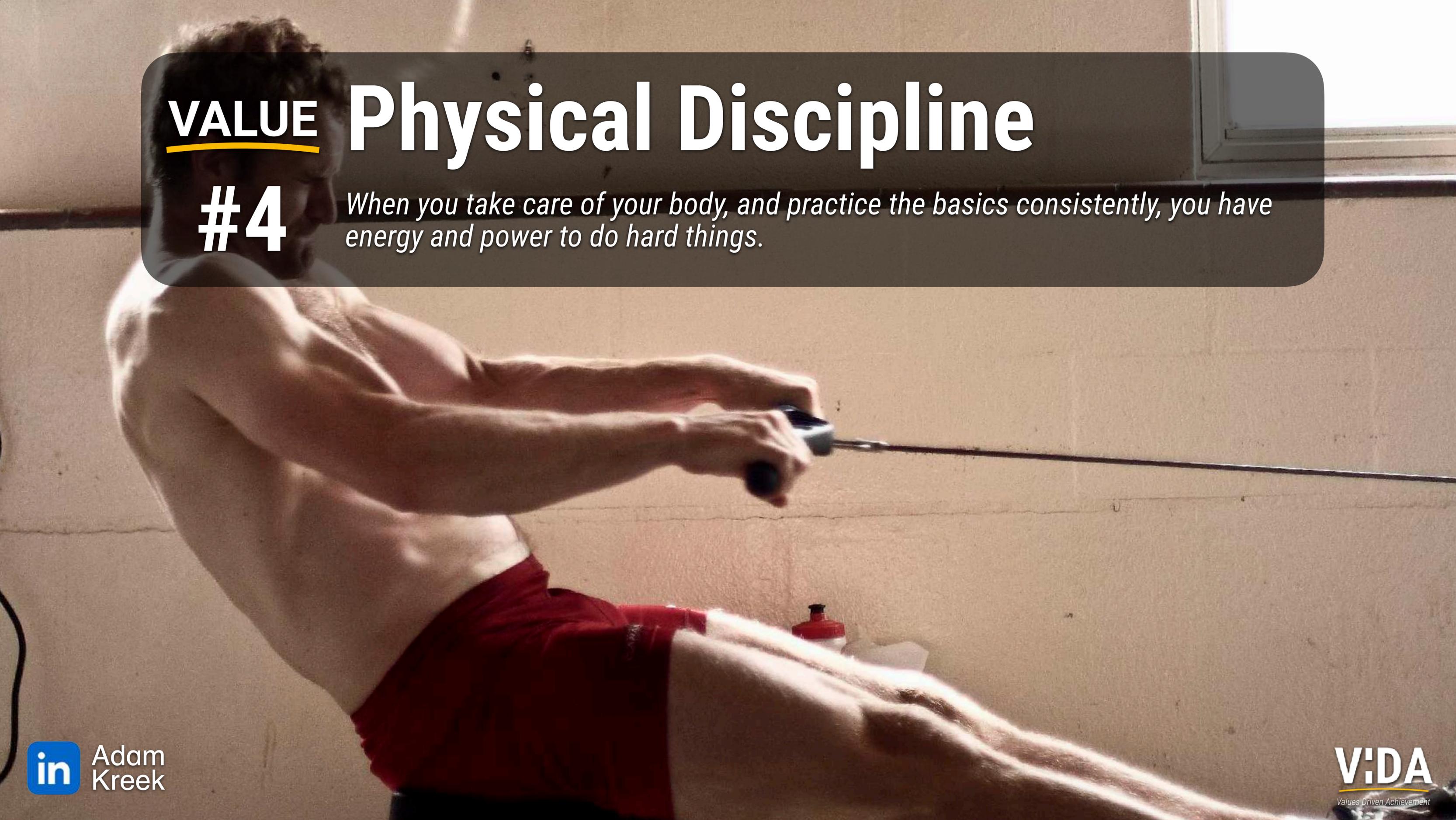
RELATEDNESS

*(Am I connected to others?
Do I feel like I belong?)*

MOTIVATION

RESULTS

*Enhanced Performance
Greater Well Being*



VALUE **Physical Discipline**

#4

When you take care of your body, and practice the basics consistently, you have energy and power to do hard things.



Adam
Kreek

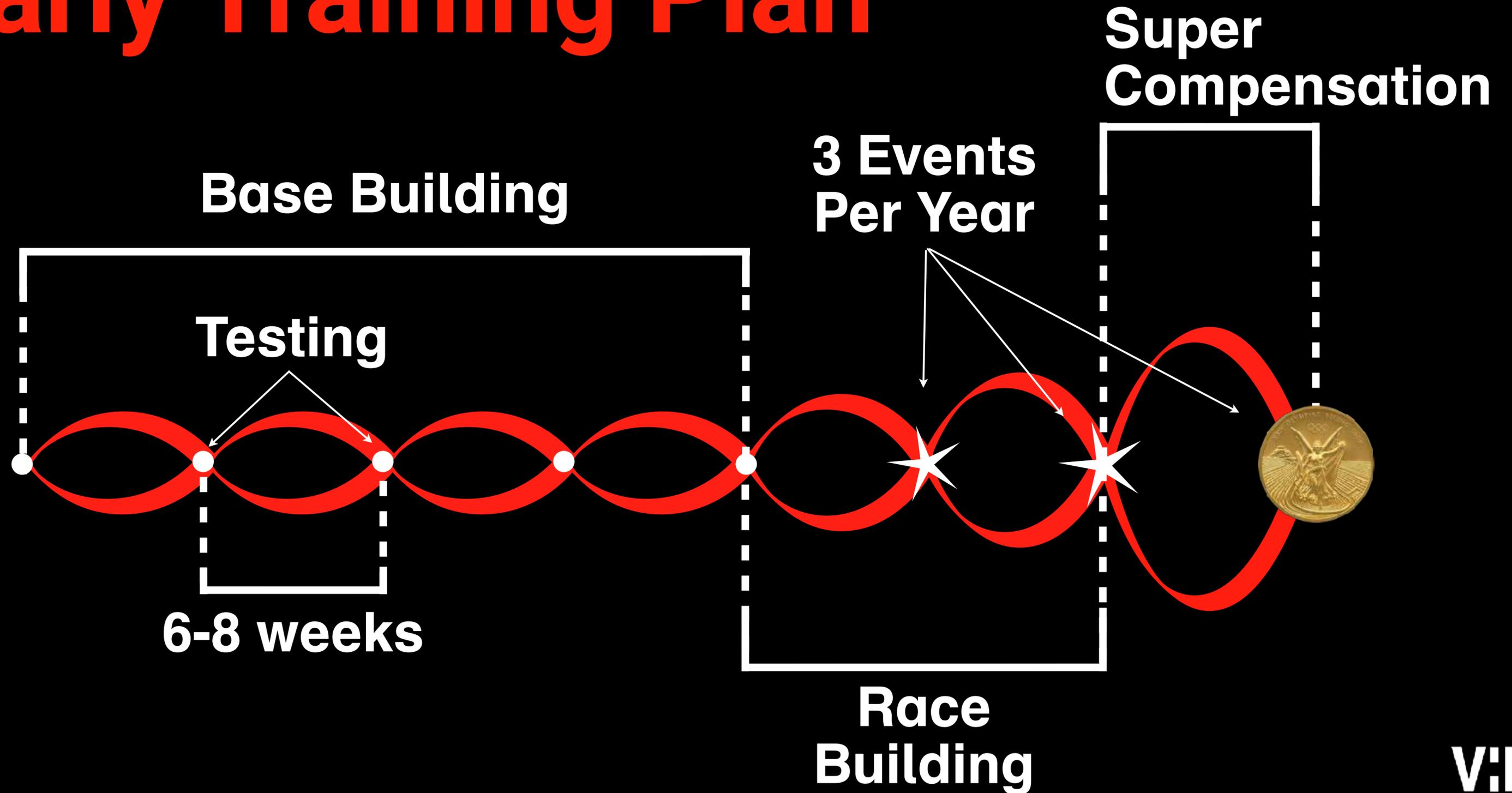
V:DA
Values Driven Achievement

Rowing a 2000m Olympic Race

5:30 minutes
No pacing, no holding back
All-out sprint

*You push to the limit and hope there's
enough left to finish*

Yearly Training Plan



Rowing a 7000+ km across an Ocean

12 hours a day, 60-100 days

Pace needed—hold back for emergencies

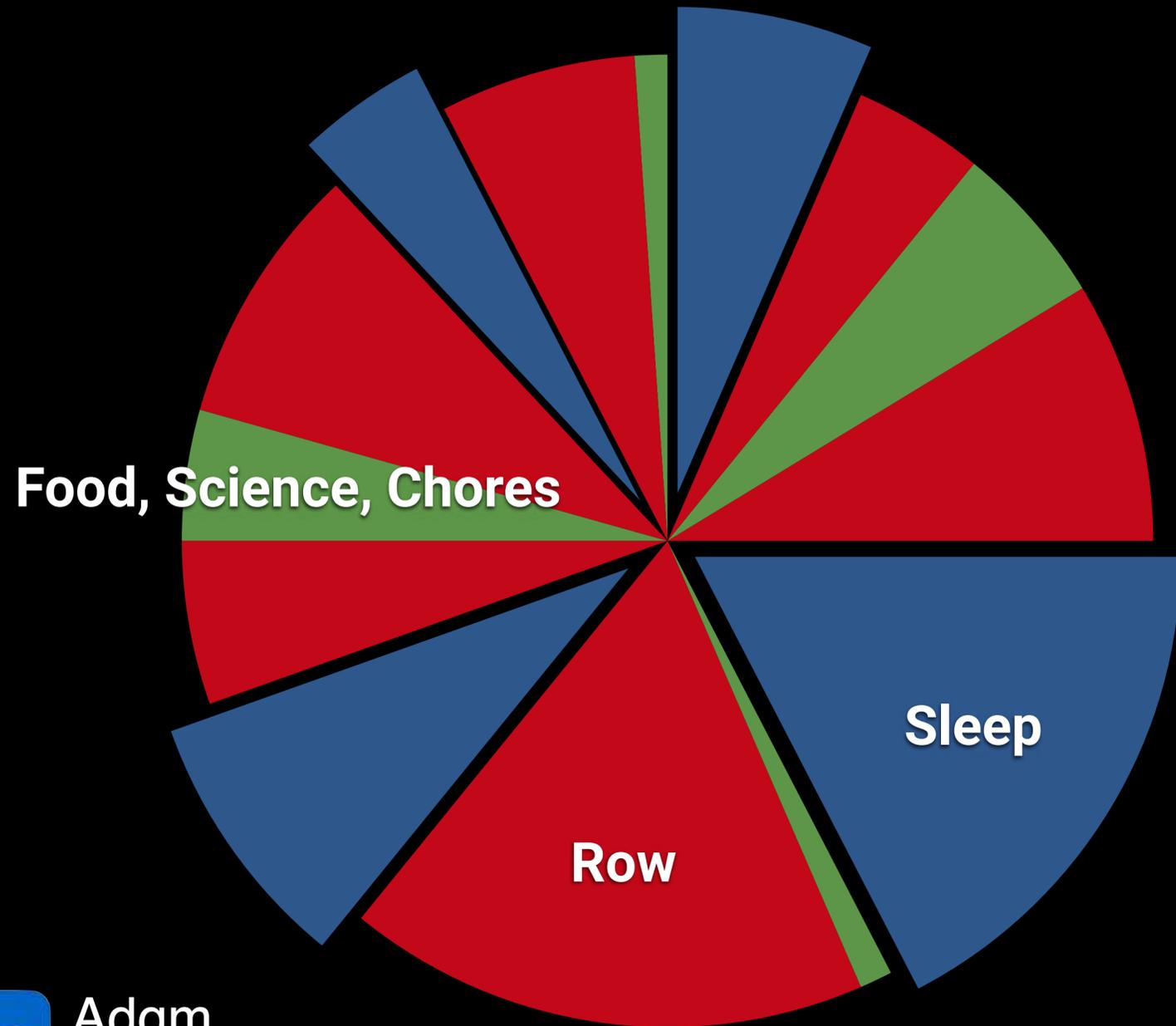
Endurance challenge

You work smart and keep reserves in store

12h Rowing

7-9h Sleeping

3-5h Food, Science, Chores



73 days at sea

4 people

24 hours of responsibility

HOW DID YOU ADAPT?

Career, Kids, Aging Parents

Unpredictable Intervals

Mix of intensity, endurance, pressure

Switching gears without warning

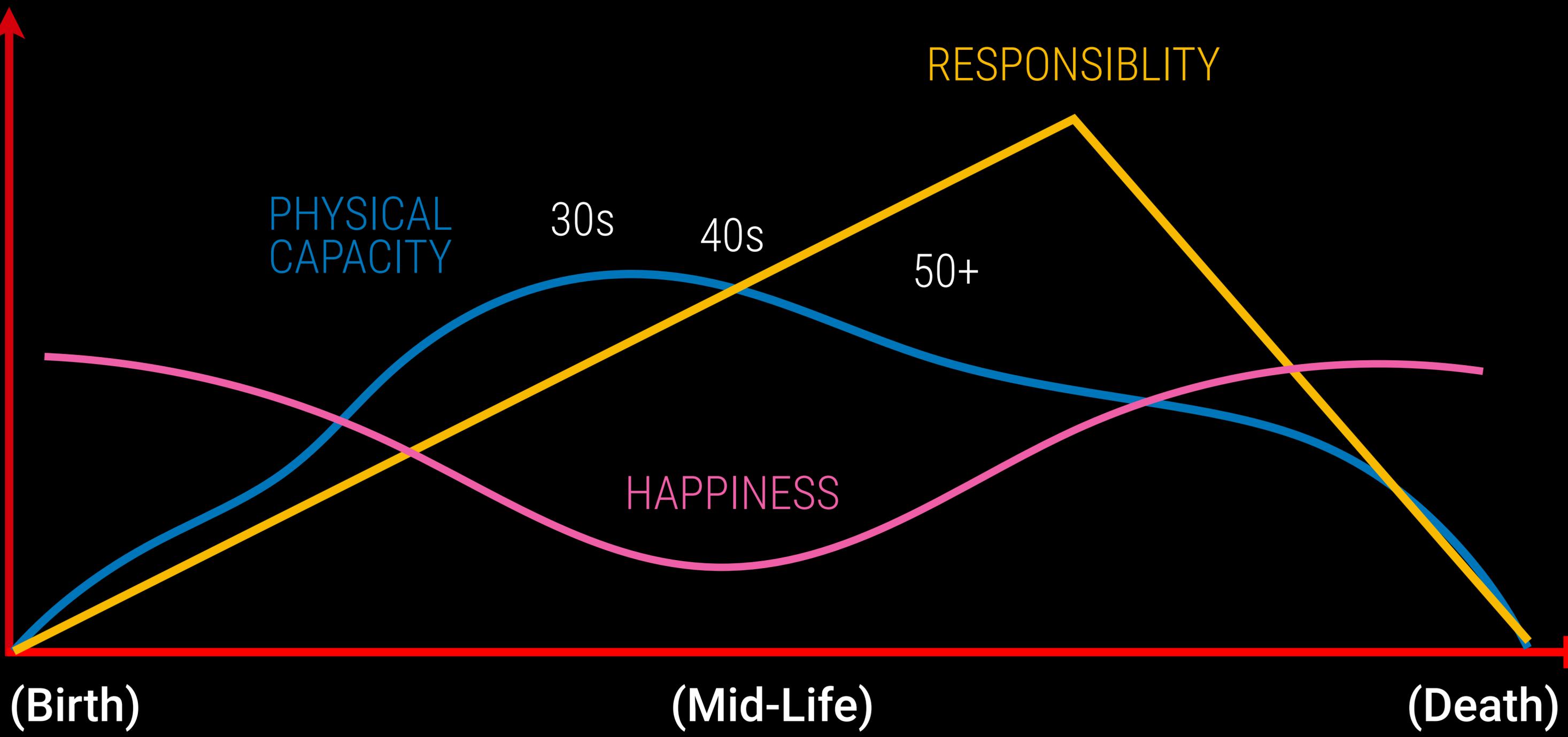
*You balance ambition with recovery to
master the rhythm of modern life*



Adam
Kreek

V:DA

Values Driven Achievement



Minimum Wellness

- 30 minutes brisk walking outside
- Early morning light
- Sleep ~7h at the same times in a cold dark place
- Eat smart (more protein, more greens)
- Hydrate
- Limit substance use
- Push-Pull-Squat your bodyweight
- Go harder and work a sweat 2-3x per week.

Adaptation Theory

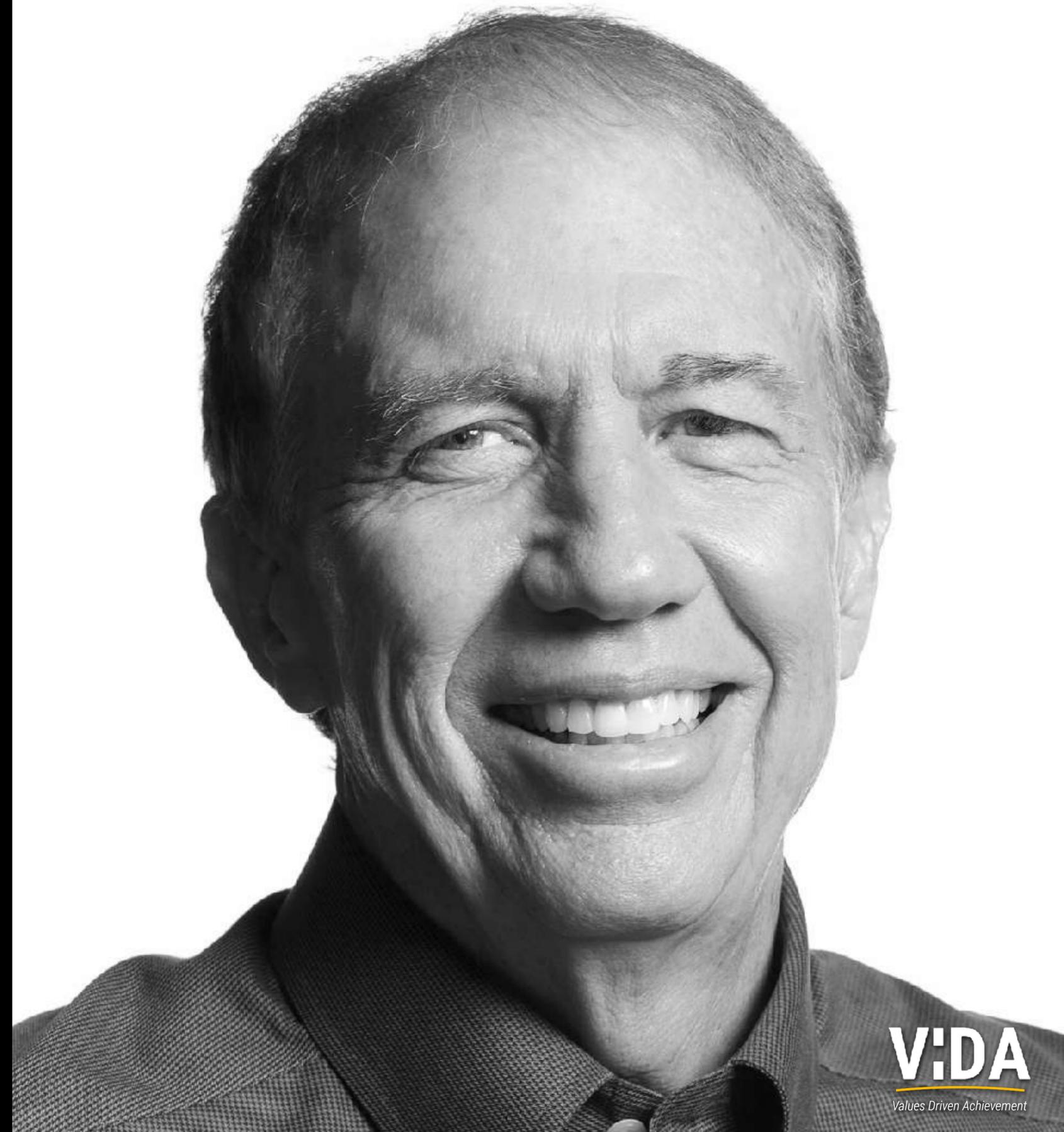


And are you optimizing the time required to recover, adapt and grow?

“**Energy**, not time, is the fundamental currency of **high performance**.

The more exacting the challenge, the more rigorous our **recovery rituals** need to be.”

- **Dr. Jim Loehr**
Sports Psychologist



AUTONOMY
*(Can I do it my way?
Do I feel I have choice?)*

GOALS

The Opportunity We See

ATTITUDE

How we respond to our environment



What motivates us

DRIVE

Values

What traits and states matter most?

Personality

What qualities are most noticeable in you character?

Beliefs

What do you know to be true?

Facts

What does almost everyone know to be true?

Needs

What do you require?

Are you **fit** enough
for the **challenge**?



SCIENCE

Fitness Numbers

90s *for strong emotion to pass*

6-8w *full body adaptation cycle*

90m *avg time we can focus intensely*

6,800 *threshold steps*

50h *sleep per week*

150m-300m *weekly moderate aerobic*

4x-7x *cognitive decline from <7hrs sleep*

75m *weekly vigorous aerobic*

72h *body adapts to stress*

2x *weekly strength & stretching*

1-2 *rest days per week*

10s-30s *stretch holds*

What I Value: energy and drive for work goals, good mental health, patience with kids, fit enough to climb mountains, row, bike and hike

- **Monday** - 30 min run, weights
- **Tuesday** - 30 min Erg, cold plunge
- **Wednesday** - Jog + Bodyweight work
- **Thursday** - bike + weights
- **Friday** - run, cold plunge
- **Weekend** - physical labour, fun outside with family, extra workout if time
- **3x per week** - sauna
- **Fitness Snacks** - Weights or body weight, stretching, mobility
- **Breath Awareness** - nose breathing, cyclic
- **Active transportation** - **bike, walk** whenever possible

Kreek Week

IDEAL ≠ REALITY



“We live in a world that celebrates work and activity, **ignores renewal** and recovery, and fails to recognize that **both are necessary** for sustained high performance.”

- **Dr. Jim Loehr**
Sports Psychologist

**Are you taking care of
your physical self? In
your own way? For
reasons that matter to
you?**



VALUE **Mental Focus**

#5

When you tell yourself the right stories, you discover more than you could ever have imagined.



Adam
Kreek

V:DA
Values Driven Achievement

Change the Channel



- Do not transmute from negative to positive immediately
- Give yourself 30-90 seconds to let the negativity express itself
- Ask yourself: “Is this productive?”
- If unproductive, flick the switch

Tech CEO

- Unproductive Staff
- Pressure from investors
- Market shifts
- High Internal Drive



Adam
Kreek

V:DA
Values Driven Achievement

Mental focus is not about pushing through and doing the wrong things.

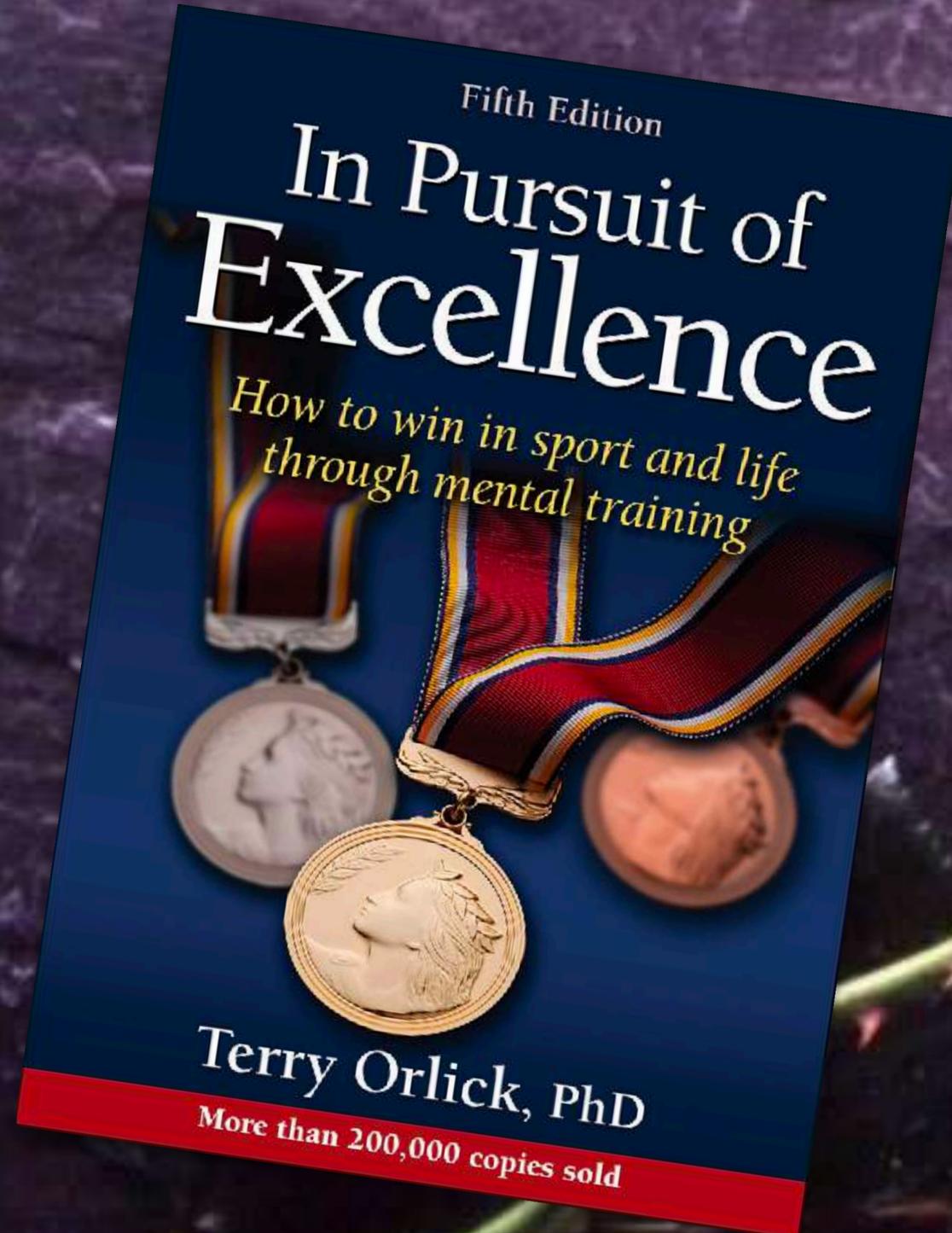
Mental focus done properly creates space to do more right things - in alignment with what truly matters.



Adam
Kreek

V:DA

Values Driven Achievement



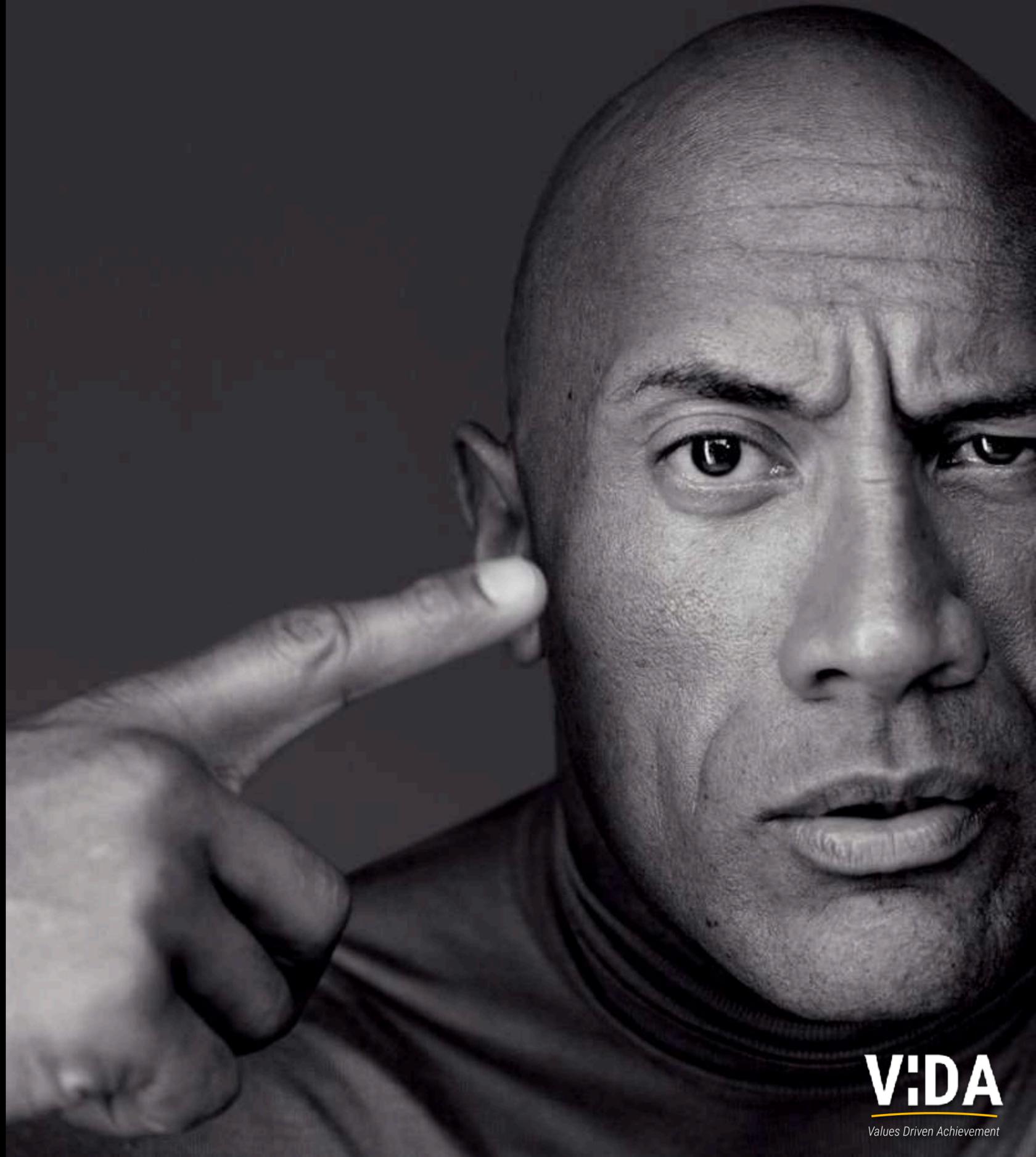
Today, I am grateful for...
What am I looking forward to?



Today, I am grateful for...

“Success at anything will always come down to this: focus and effort. And we control both.”

- Dwayne Johnson
Actor

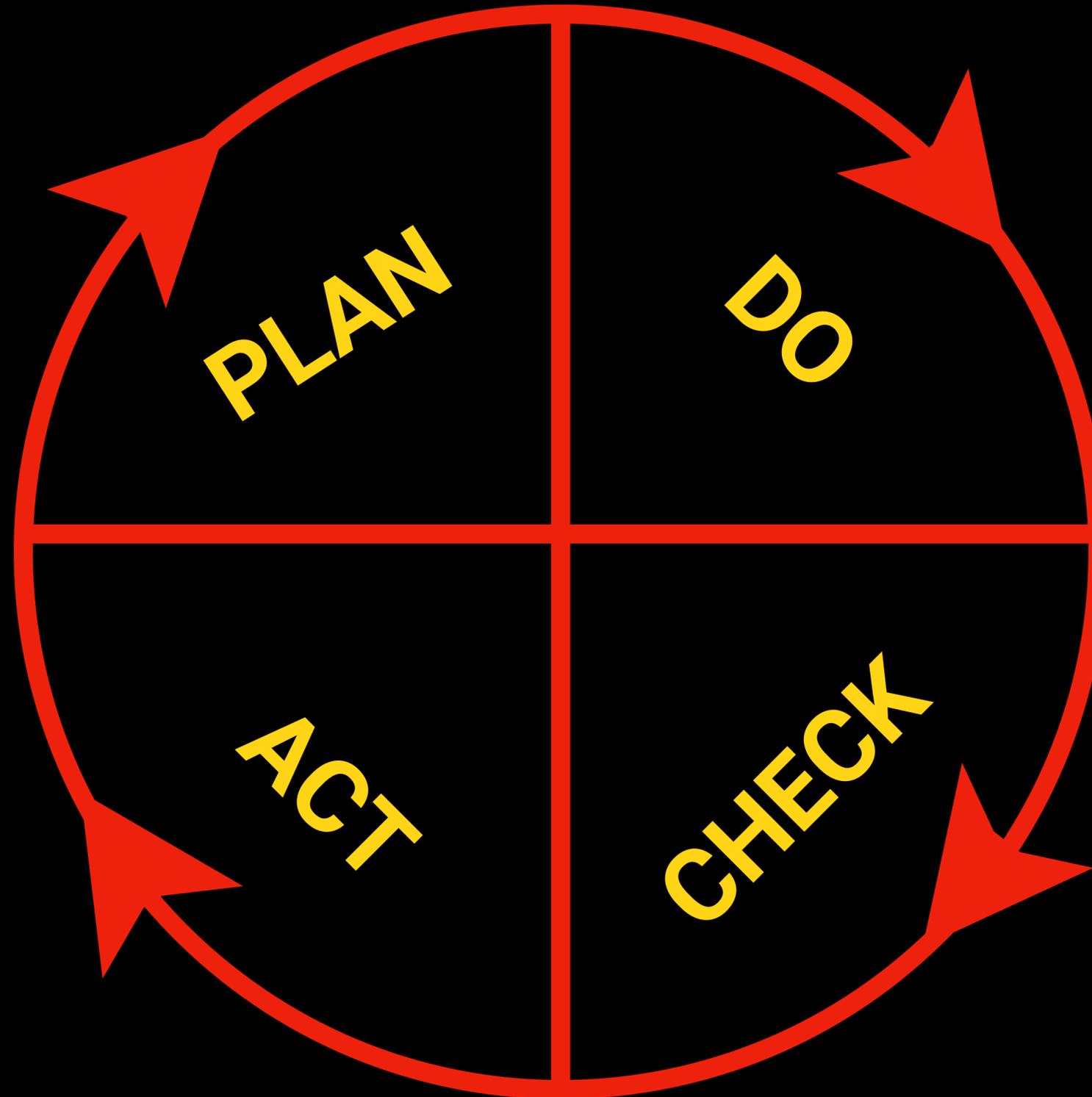


COMPETENCE

*(Am I good and getting better?
Do I feel effective?)*

**Have you taken enough
time to think clearly
about how you want to
think?**

**Now that you've seen results,
what system or external stimulus
needs to change? How will you
apply that change?**



**Get after it.
Watch your
thoughts.**

**How effective
were you at
activating ideal
thought
patterns in the
chaos?**

**Are you monitoring your
thinking? And improving
your thought patterns?
Consistently? Over time?**



VALUE Meaningful Connection

#6

When you connect with what matters most to you, you find a wellspring of energy that feels endless, untapped and enduring.



Adam
Kreek



Power Rhythm

'pou(ə)r 'riTHəm

An aggressive yet sustainable pace maintained by a rowing crew though shared, transcendental focus. Minds, bodies and spirits unify to create ecstasy in effort and the feeling of unlimited recovery and boat run in the repeated moments of interlude between strokes.



Connection Drives Performance

Rowers who train together have increased pain thresholds, more endorphins released, higher incidence of social bonding – and higher, results.

SCIENCE

Pulling Together Increases Your Pain Threshold. Robin Dunbar. Oxford University. 2009.



Adam
Kreek

V:DA
Values Driven Achievement

RELATEDNESS

(Am I connected to others?
Do I feel like I belong?)

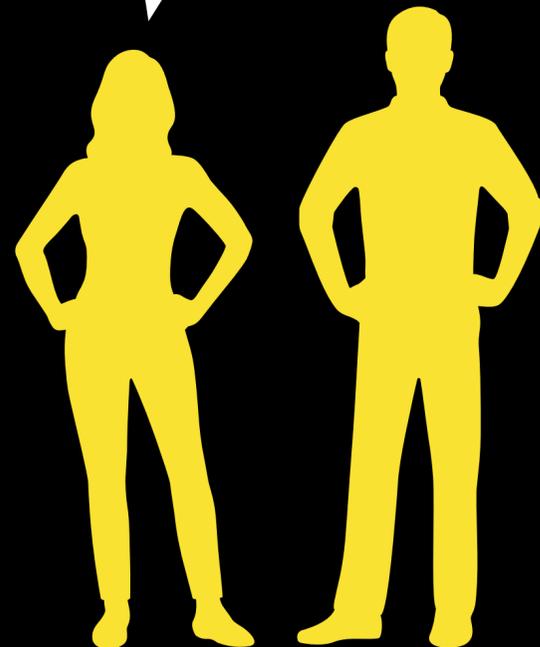
How do you build connection into habit building?

I'm **meditating daily** to
show up with more calm
for **my team, my clients,
my kids.**

We join **peer groups** that
align with our goals:
**Sales circles,
fitness groups,
leadership forums.**

I **stretch** with my **child**
5 minutes a day.
I share my **gratitude** practice with
my **partner.**

My **team** goes for a **tech-
free** walks



How are you
connecting to
what matters?

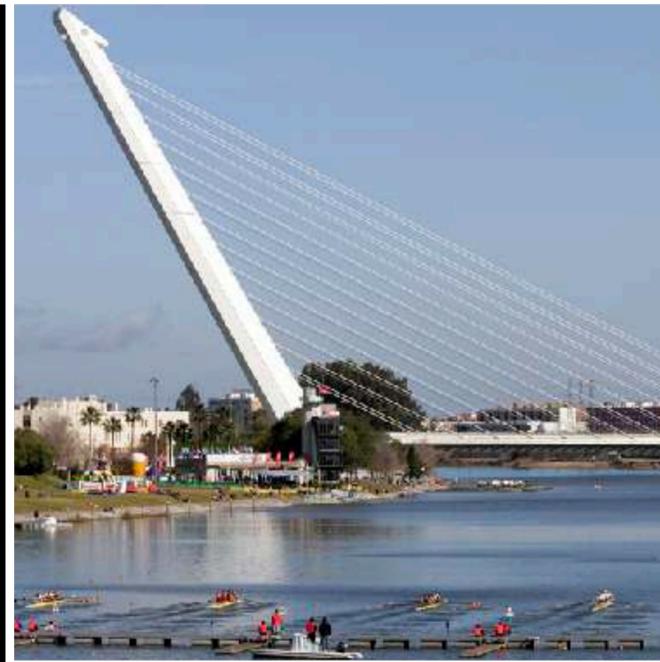
**Olympic
Gold
Medal**



**Bermuda
Triangle
Capsize**



**World
Champion**



**Olympic
Loss**



Values are lived

SUCCESS

FAILURE

HAPPY

Happy Success

Happy Failure

Noble

HAPPY

Values are neglected

SAD

Sad Success

Sad Failure

Frail

SAD

SUCCESS

FAILURE

Success is not final.

Failure is not fatal.

**Its the courage to
continue that
counts.**

SCIENCE

PAIN TOLERANCE

WILLPOWER

INFLAMMATION MARKERS

SOCIAL CONNECTION

OPENNESS TO NEW IDEAS

OBESITY

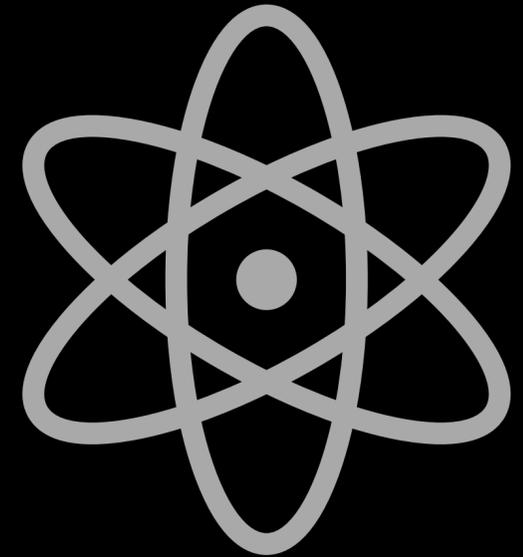
SMOKING

GOOD MOODS

EXERCISE HABITS

HEALTHFULNESS

GOAL ACHIEVEMENT

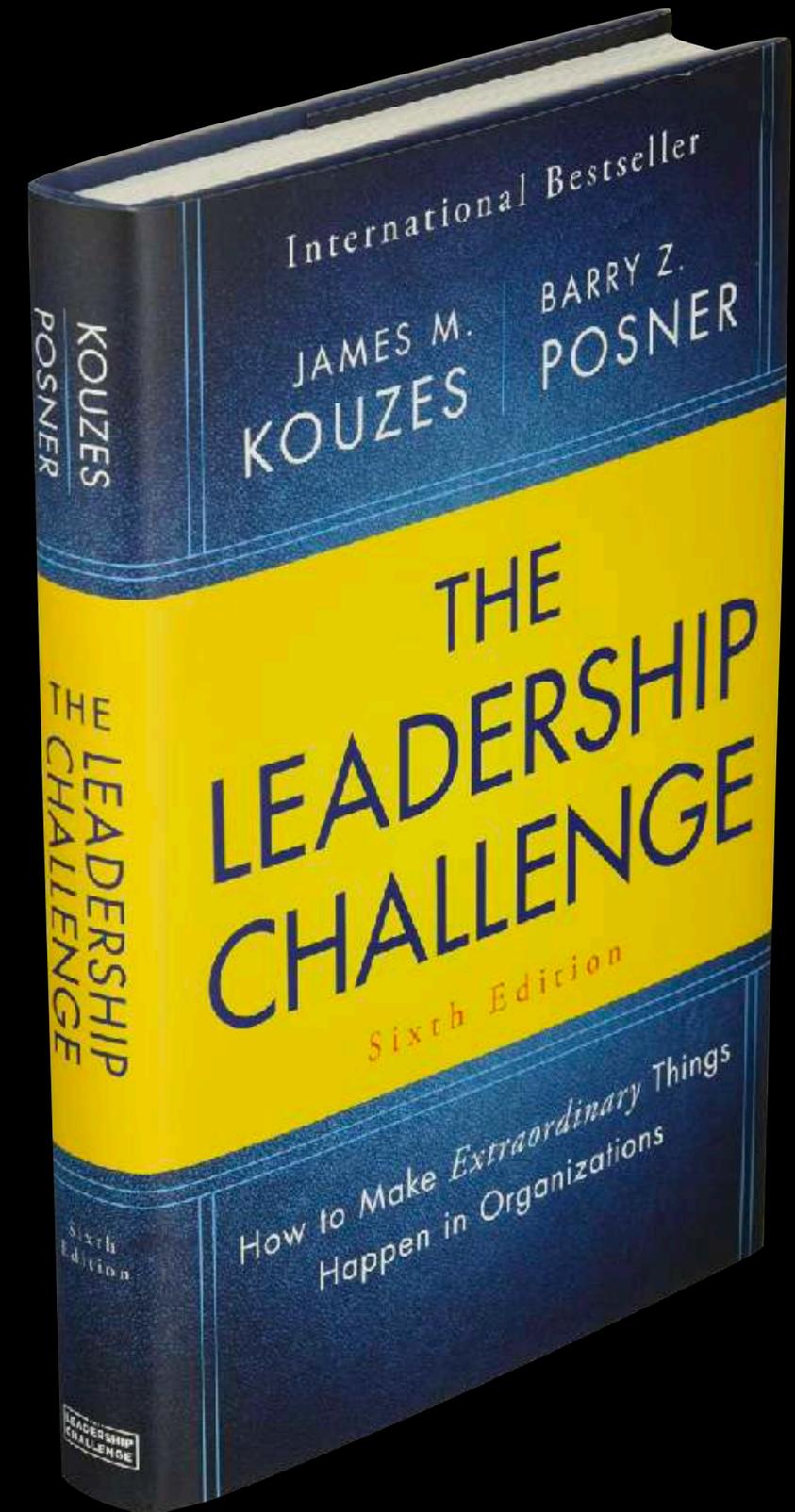


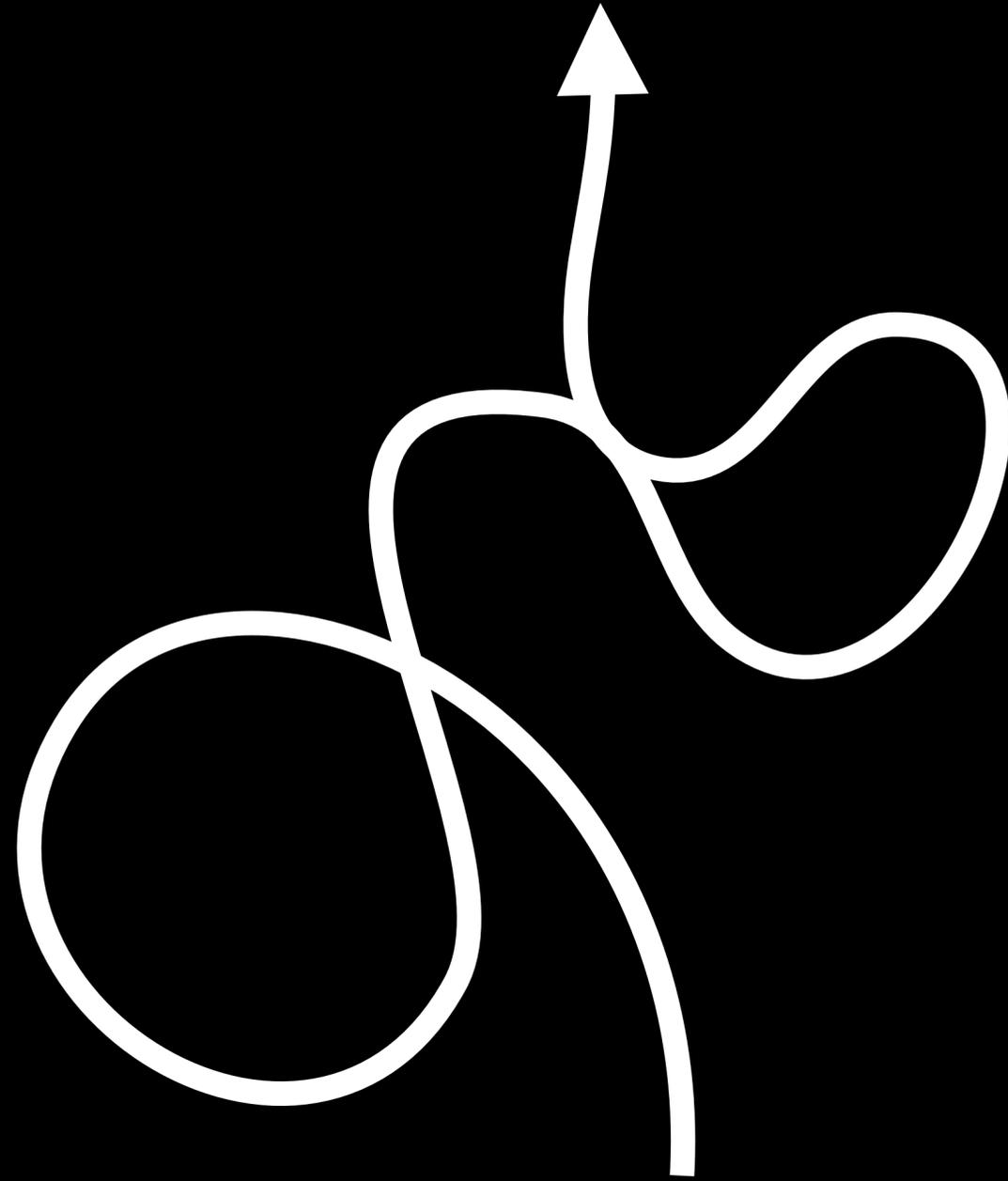
“Kouzes and Posner found that leaders who were seen as clear about their values had scores **40 percent higher** than those who did not. Further, the leaders with clear values rated their own effectiveness **25 percent higher** than those without clear values. Ultimately, having clearly identified and shared values makes a team more efficient.”

The Leadership Challenge



Adam
Kreek





Upwards
performance
spiral

VALUES INTERVENTION



“People can’t live with change if there’s not a changeless core inside them. The key to the ability to change is a changeless sense of who you are, what you are about and what you value.”

- Steven Covey
American Author

**Where can you make the
disciplines you choose
feel more connected
and less alone?**

COMPETENCE

*(Am I good and getting better?
Do I feel effective?)*

AUTONOMY

*(Can I do it my way?
Do I feel I have choice?)*

RELATEDNESS

*(Am I connected to others?
Do I feel like I belong?)*

MOTIVATION

RESULTS

*Enhanced Performance
Greater Well Being*

COMPETENCE

*(Am I good and getting better?
Do I feel effective?)*

Enhanced By:

- **Optimal Challenge**
- **Positive Coaching**
- **Performance Feedback**

Undermined By:

- **Excessive Challenge**
- **Lack of Feedback**
- **Negative Messages**

AUTONOMY

*(Can I do it my way?
Do I feel I have choice?)*

Enhanced By:

- **Choice**
- **Rational Limits**
- **Acknowledging Feelings**

Undermined By:

- **Rewards & Punishments**
- **Threats & Deadlines**
- **Control, Imposed Goals**

RELATEDNESS

*(Am I connected to others?
Do I feel like I belong?)*

Enhanced By:

- **Respect, Caring**
- **Inclusivity**
- **Security**

Undermined By:

- **Criticism**
- **Cliques, Inflexibility**
- **Toxic Competition**

WHAT WILL STICK?

*Pick One Idea That
Resonates With You*

**Remember it.
Keep Asking Questions.
Find the answer.**



THE RESPONSIBILITY

ETHICS



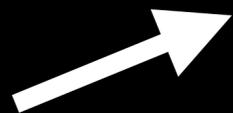
Built For Hard™ Playbook



Name

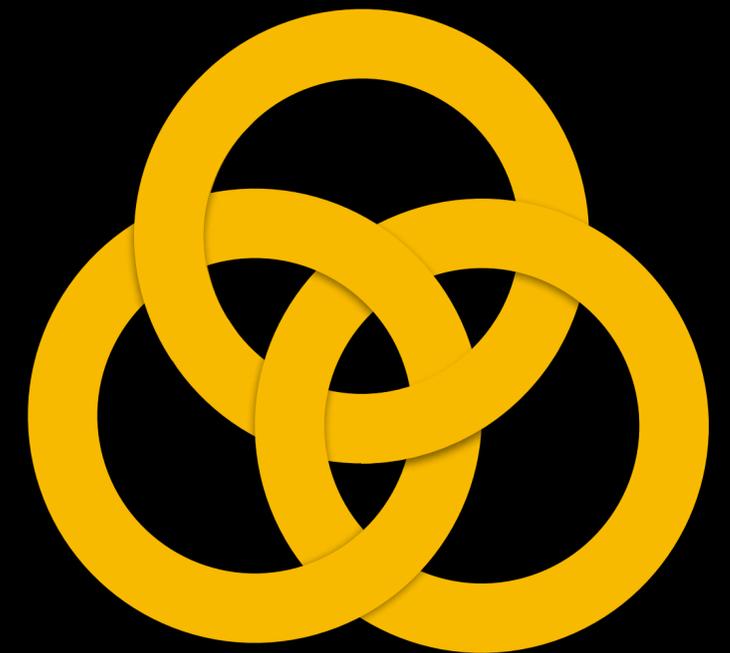
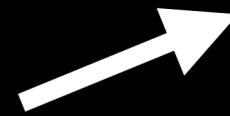
Face

The Hard



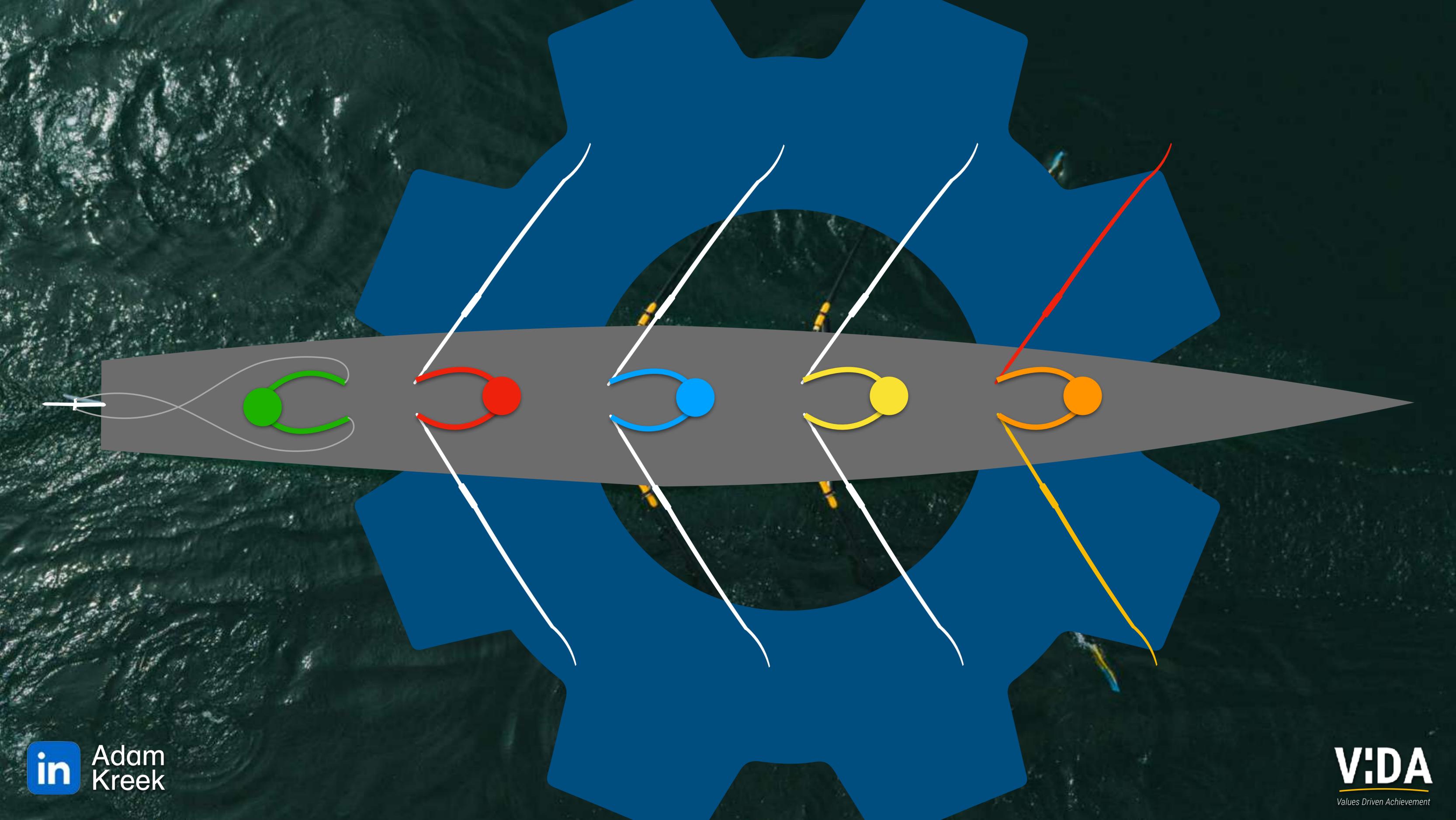
Train

**Build
For Hard**



Transform

**Built
For Hard**



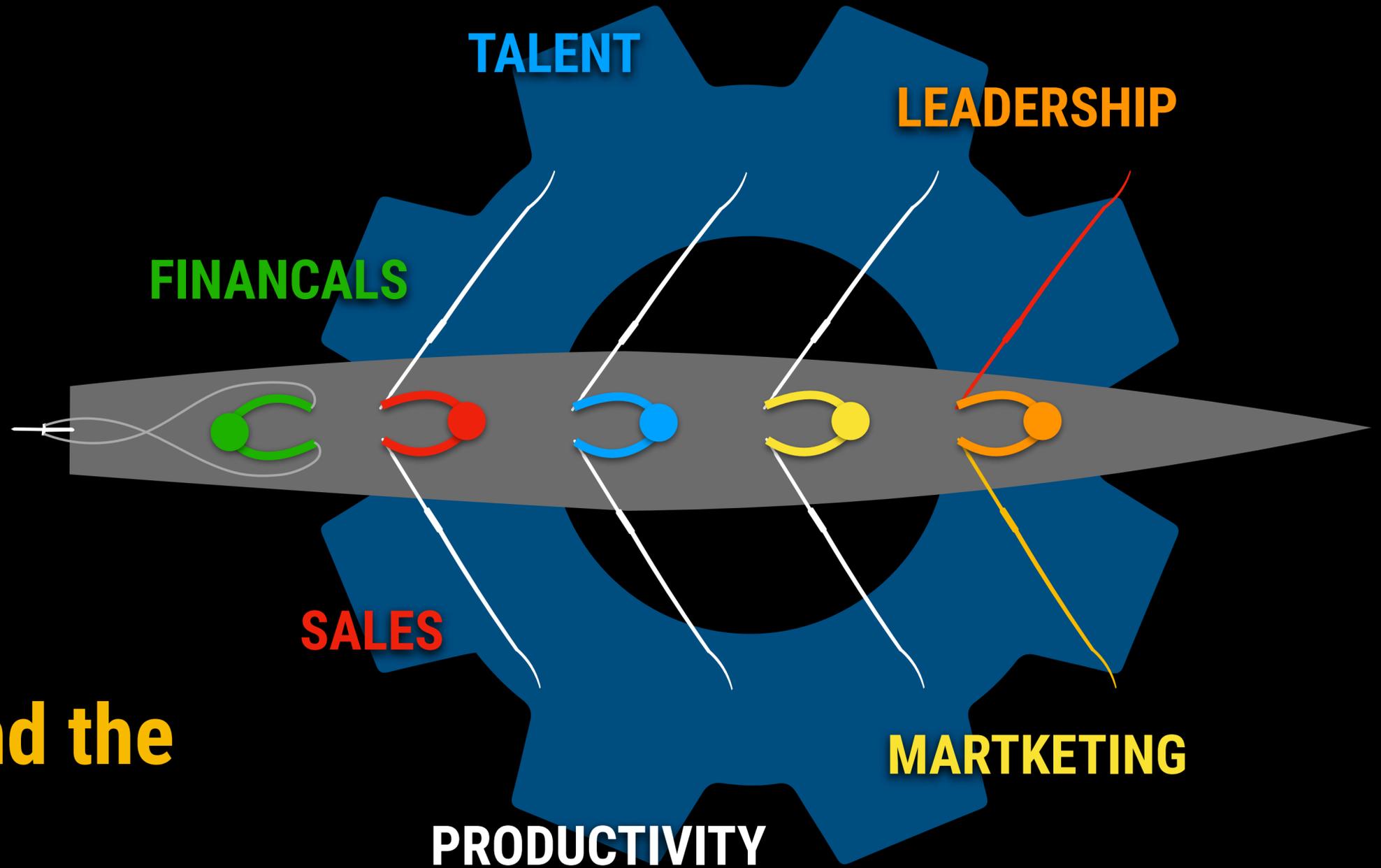
Adam Kreek

V:DA

Values Driven Achievement



**15 mins to understand the
HEALTH + VALUE of
your business**



STAND UP

Breath is the mind
made visible.

Hard is here—
*And you are not
alone*

Hard is a skill—
*You and your team
have trained for this*

Hard is the job—
And you do what
you need to do

TOOL
#1



Adaptation Cycle

When you remember the laws of endurance, you enable yourself to continue success, and endure more hard things.

TOOL
#2



Self-Determination

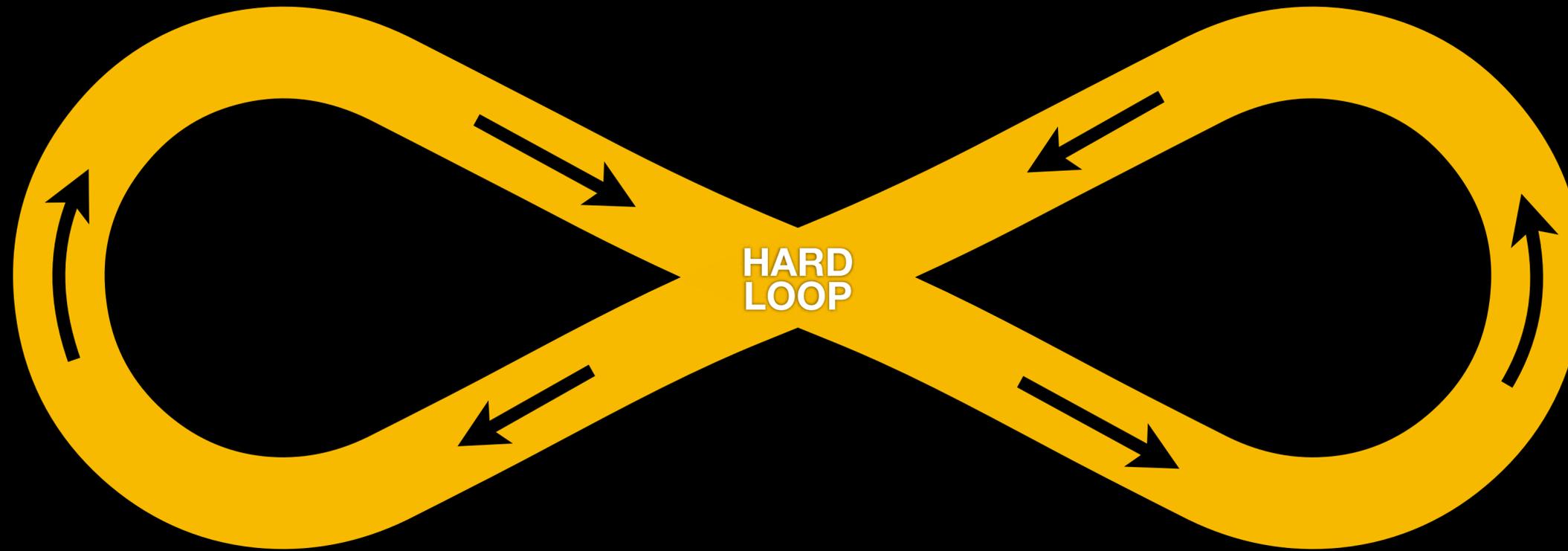
When you take better care of the engines that power you, you have the energy, intelligence and emotions to do hard things.

**I CAN WIN
THE HARD**

recommit

**I CAN SURVIVE
THE HARD**

respond



reimagine

**I CAN DO
THE HARD**

reflect

**THE HARD IS
TOO MUCH**

COMPETENCE

*(Am I good and getting better?
Do I feel effective?)*

AUTONOMY

*(Can I do it my way?
Do I feel I have choice?)*

RELATEDNESS

*(Am I connected to others?
Do I feel like I belong?)*

MOTIVATION

RESULTS

*Enhanced Performance
Greater Well Being*

VALUE Incremental Excellence

#1

We pour in massive work, relentless repetition, and disproportionate effort—for a sliver of gain that makes all the difference.

**Have you accepted the
reality and challenge of
your current competitive
environment?**

VALUE Impermanent Achievement

#2

Successes and failures of the past are data points, not emotional anchors or fuel for unreasonable expectations. Let go and keep setting new goals.

**Are we learning and
letting go of the wins
and losses of the past
and setting new goals?**

VALUE Opportunity Focus

#3

When you keep the bigger purpose and highest goal in mind, you can have more clarity on the next small steps to take.

**Are we clear on our
purpose, goals and
vision? And using that
to find more
opportunities in
challenge?**

VALUE Physical Discipline

#4

When you take care of your body, and practice the basics consistently, you have energy and power to do hard things.

**Are you taking care of
your physical self? In
your own way? For
reasons that matter to
you?**

VALUE Mental Focus

#5

When you tell yourself the right stories, you discover more than you could ever have imagined.

**Are you monitoring your
thinking? And improving
your thought patterns?
Consistently? Over time?**

VALUE Meaningful Connection

#6

When you connect with what matters most to you, you find a wellspring of energy that feels endless, untapped and enduring.

**Where can you make the
disciplines you choose
feel more connected
and less alone?**



“May your seas be choppy,
the winds unfavourable and
may the currents regularly
push you off course –
unveiling wonders and
blessings that you never
could have predicted...
Work hard. Be authentic.
Persevere.
May your next sunrise
sparkle and warm
the soul.”



Adam
Kreek

You Got This

