

# Alex Rodriguez

**Chairman and CEO of A-Rod Corp, Three-Time MLB MVP and World Series Champion, Emmy Award-Winning Sports Commentator**

## **Strategic Pivoting: Making a Purposeful Shift**

How can you make a successful pivot into a new career? Over the course of your life, you may have several careers. What do you need to know to make the shift successful? Alex Rodriguez made several shifts over his lifetime. He spent the first part of his life as a baseball player, playing for 22 seasons in Major League Baseball. After his career was over, he successfully pivoted into being a media presenter and a business entrepreneur. He didn't switch overnight. In this exciting talk, Alex shares what you need to know in order to make a purposeful shift. Audiences will come away understanding: never limit yourself, find your passion, and educate yourself.

## **Mindset of a Champion: Success Across Sectors**

How do you succeed in whatever you do? You need to adopt the mindset of a champion. A champion knows that success doesn't come easy or overnight. Before Alex Rodriguez became one of the most successful and highest-paid athletes in baseball, he was just a young man who loved the game and wanted to become better. So he studied the game, took copious notes, and improved his expertise in the sport. His process can be applied to any area of life, not just sports. In this frank talk on what it takes to succeed, Alex shares how he developed his champion mindset. Audiences will come away learning to find their superpower, educate themselves, work hard, and stay focused.

## **Resilience: How to Stay in the Game When Challenges Arise**

How do you stay the course when you face challenges in life? For each of us, a day will come when we have a huge personal or business setback. When a setback happens, starting over may seem like an insurmountable challenge. You may want to give up rather than go on. Alex Rodriguez faced many challenges over his 22-year career in baseball, from striking out to losing games to injury to being suspended. However, he was able to overcome his challenges and stay in the game. In this story-filled talk, Alex shares how to stay resilient. Audiences will come away understanding why you should always get back up when you're knocked down, never set limitations on yourself, and say yes first, then figure out the rest.

## **Diversity: A Business Imperative for Strong Teams and Success**

Why are organizations with more diversity more successful than less diverse companies? More diverse companies have higher productivity, more innovation, and less turnover. If you want to build strong teams and organizations, you need to hear diverse voices. As a successful baseball player and business owner, Alex Rodriguez understands the importance of diversity for strong teams and success. In this talk spanning his baseball and business careers, Alex shares the importance of diversity for success. Audiences will come away understanding that in order to be innovative and appeal to diverse markets, you need to have different people with different opinions, people who are willing to say no instead of yes, and people who are hired because of their expertise, not just because they check a box.