



Keynote: Mental Fitness

Train your mind

In a world of pressure and uncertainty, stress and worry don't just affect our wellbeing, they shape how we lead and perform. Mental fitness is the ability to regulate your mind in real time: to stay calm under pressure, think clearly when it matters, and respond rather than react.

And yet, while many invest hours strengthening their bodies, most of us have never been taught how to train our minds. But mental fitness is a skill, and like any skill, it can be trained.

Audiences will leave with:

- Understanding why the mind defaults to stress and overthinking
- A simple way to train your mind for wellbeing
- Tools to stay calm, clear, and focused under pressure
- Greater control over thoughts and emotions to raise performance

Through inspiring stories and practical tools, audiences will discover the **Five P's of Mental Fitness**, a powerful framework for building resilience, quieting mental noise, and staying clear and in control when it matters most. Because life gets better when your mind gets stronger.

"Justin is one of the most engaging and entertaining master teachers you'll ever learn from." — **Marc Kahn, Head of Strategy, Investec Global**

"Justin really made his presentation relevant to our organisation. This was the best guest speaker engagement we've had in ten years."
Dirk Eksteen, Executive Director, Bytes Managed Solutions

"Justin Cohen is one of the most informative, entertaining and inspiring speakers I've seen. He is the key reason that this year's annual convention was rated our best." - **Dave Goranson, President, American Society for Training and Development**

Dr Justin Cohen is a Hall of Fame Speaker, bestselling author, and global authority on human transformation. For more than two decades he has helped leaders and teams in over 40 countries strengthen resilience, unlock human potential, and perform at their best. Through his **Mental Fitness** program, Justin helps people quiet mental noise, build emotional strength, and improve wellbeing in work and life.



unleashing human potential



unleashing human potential