

ZB | **SPEAKER KIT**

A portrait of Zach Brandon, a man with short brown hair, glasses, and a light beard, wearing a light blue suit, white shirt, and purple tie. He is smiling and looking slightly upwards. The background is a solid blue color with faint, stylized geometric shapes (triangles and diamonds) in a lighter shade of blue.

ZACH BRANDON

Speaker, Leadership Coach, and Performance Advisor

See Zach in Action



Watch Zach Speak at the Thrive Summit 



Erica Sniad Morgenstern

Chief Marketing Officer, Personify Health



At our event, he wasn't just another speaker on the lineup, he was the fan favorite. In the post-event survey, people called out Zach as a highlight, quoted things he'd said, and shared how much his message resonated with them.

What makes Zach different is that he doesn't rely on hype or over the top energy. He shows up with authenticity, vulnerability, humor, and heart.

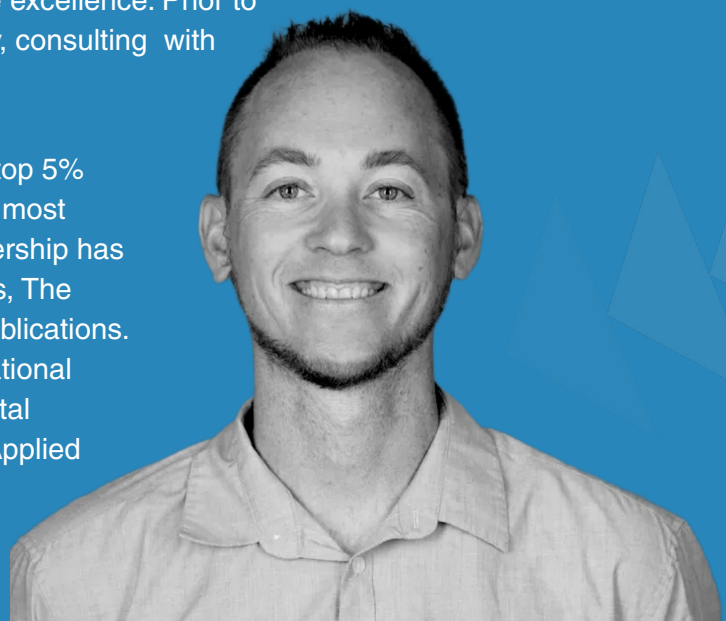
His keynote takes you on an emotional journey, but he never leaves you there. He gives people practical tools they can actually use to build resilience, develop grit, and keep moving forward when life inevitably throws obstacles their way.

Meet Zach:

Zach Brandon is a leading keynote speaker, performance coach, and authority on sustainable leadership and cultivating a high-performance mindset, known for helping teams and individuals unlock their best. As a highly sought-after speaker, Zach has delivered impactful presentations and workshops to renowned organizations across industries, including NASA, Personify Health, ReliaQuest, Gatorade, USA Baseball, Matson Money, and the Association for Applied Sport Psychology. He is celebrated for his engaging, actionable presentations that translate performance psychology and leadership science into real results for audiences ranging from corporate executives to collegiate and professional coaches.

With over a decade of experience working at the highest levels of sport and business, Zach is the Founder of MVP Mindset Consulting, LLC, and served seven years as Head of Mental Performance and Coach Development for the Arizona Diamondbacks in Major League Baseball, where he continues to contribute as a Leadership Consultant. His expertise has guided Olympic athletes and top-tier leaders in MLB, the NBA, the NFL, and the NCAA toward peak performance and sustainable excellence. Prior to MLB, Zach was a Mental Conditioning Coach at IMG Academy, consulting with elite youth and Olympic athletes.

Zach is also the host of the Win More, Live Better podcast—a top 5% globally ranked show featuring conversations with some of the most respected minds in leadership and coaching. His thought leadership has been featured in ESPN, Sports Illustrated, The New York Times, The Athletic, Leaders in Sport, MLB.com, and leading academic publications. Zach holds dual Master's degrees in Kinesiology and Organizational Leadership, a Bachelor's in Psychology, and is a Certified Mental Performance Consultant (CMPC) through the Association for Applied Sport Psychology.



Zach Has Been **Featured In...**



Grounded in Real-World Experience

Zach's insights are shaped by more than a decade of working alongside elite athletes, professional and collegiate coaches, executives, and senior leaders in high-pressure environments. He brings real-world lessons and stories to every conversation, translating them into practical insights listeners can immediately apply.

Coaching and Consulting Clientele



Organizations Zach Has Supported



Why Invite Zach to Your Event?

Popular Programs

	The MVP Method	Lead Yourself First	The Culture Architect	Building Environments That Win
Primary Focus	Cultivating a high-performance mindset	Sustainable leadership	Protecting standards and reinforcing culture	Organizational systems for sustained success
Central Question	What does it take to consistently produce peak performance in high-pressure environments?	How do I sustain my ability to lead and serve others at a high level?	How do we prevent cultural drift and turn shared standards into consistent action?	How do we intentionally design the systems and conditions that allow people to thrive?

Why Meeting Organizers Book Zach

#1 Stories that connect and lessons that stick

Zach combines storytelling, education, and genuine human connection to make complex leadership and performance principles memorable, relatable, and actionable.

#2 Proven frameworks with practical application

Every experience is grounded in clear, proprietary frameworks that help individuals strengthen their performance, sustain their leadership and create environments where others can thrive.

#3 Customized around your audience

Zach works to understand your organization, your people, and your desired outcomes, then adapts the stories, examples, and delivery to reflect the realities of the room.

#4 Experience where performance matters most

His work blends research with over a decade of firsthand coaching experience across professional, Olympic, collegiate, corporate, and other high-performance environments.





“Mental strength is not about positive thinking. It’s taking courageous action no matter what you’re thinking or feeling.”

Zach Brandon

The MVP Method:

Unlocking a High-Performance Mindset

Program Overview:

Every leader and coach wants to win (again and again), but even the best are haunted by the gap between potential and performance. Under relentless pressure, it’s easy for clarity to vanish, habits to slip, and confidence to erode. If performers aren’t intentional, subtle moments of “drift” can sabotage their performances, seasons, careers, and reputations.

In this high-impact keynote, Zach exposes the invisible barriers that hold back even world-class performers such as procrastination, self-doubt, and the myth that talent alone is enough. Drawing on insights from professional athletes, championship-winning coaches, and high-performing teams, Zach reveals how to break the cycle and install the mental systems that drive excellence, even when motivation wavers and confidence wanes.

You’ll discover why mental strength is not just “thinking positively,” but learning to act with courage and clarity regardless of pressure or mood. Audiences walk away with actionable frameworks, real-world stories, and a repeatable process that transforms how you respond to everyday setbacks and high-stakes challenges alike. Zach believes anyone can build the mindset of a champion, if you know where to start and how to stay the course.

Core Framework and Pillars

Clarity

The Power of the MVP

Get radically clear on who you are, what matters most, and where you’re headed using the Mission, Vision, and Position framework.

Courage

The Power of AND

Take purposeful action regardless of fear, doubt, or discomfort, while learning to move forward no matter what you’re feeling or thinking.

Perspective

The Power of Zoom

Master the art of zooming out for big-picture vision and zooming in for focused, disciplined action, while keeping setbacks in perspective and building resilience.

Audience Takeaways:

- Diagnose and eliminate the hidden “drift” that sabotages results under pressure.
- Clarify your personal mission, vision, and position to unlock consistent motivation.
- Master a repeatable system for bold action—even through fear, fatigue, or self-doubt.
- Reframe setbacks and cultivate resilience for sustainable high performance.
- Build habits and rituals that reinforce clarity, confidence, and results in any arena.

Ideal Audiences:

- Sport coaches, corporate leaders, entrepreneurs, sales professionals, and anyone committed to achieving excellence and greater mental strength in work and life.



“You can’t pour from an empty cup, but you can build a system that keeps it full so you can serve, lead, and win for years to come.”

Zach **Brandon**

Lead Yourself First:

Prevent Burnout, Sustain Your Impact, and Win for the Long Run

Program Overview:

In today’s relentless environment, leaders are asked to give more, achieve more, and carry more responsibility than ever before. But behind closed doors, many find themselves running on empty, juggling endless demands, while silently sacrificing their own well-being. This pattern of nonstop service to others leads to burnout, lost influence, and fleeting impact.

In this powerful keynote, Zach Brandon draws on years of experience coaching coaches and executives to reveal why the most effective leaders build systems to protect their capacity, not just for themselves, but for everyone they serve. You’ll learn a proven, five-pillar framework for sustaining energy, composure, and courage, even in the face of uncertainty.

Zach’s message is clear: You can’t lead others until you master leading yourself. Audiences walk away equipped with practical strategies to maintain boundaries, recover quickly, and multiply their impact (at work, at home, and beyond). It’s time to redefine success, not as sacrifice, but as a sustainable journey where winning and well-being go hand in hand.

Core Framework and Pillars

Clarity

Define success on your own terms and align your actions with what matters most.

Capacity

Protect your most precious resources (time, energy, and attention) to realistic boundaries and practical systems.

Composure

Manage stress, regulate emotions, and remain grounded when circumstances are challenging.

Courage

Take purpose-driven action, even in uncertainty, and make tough decisions with confidence.

Community

Build and nurture support systems that fuel your growth and help you thrive.

Audience Takeaways:

- Recognize the hidden costs and warning signs of leadership burnout.
- Apply a five-pillar framework to protect energy, focus, and emotional well-being.
- Set boundaries and build habits that sustain both performance and personal health.
- Equip your team and family to thrive alongside your leadership
- Access a playbook of systems and practices for enduring effectiveness and fulfillment.

Ideal Audiences:

- Sport leaders, corporate, non-profit, healthcare, education, HR/People operations professionals, and any leader who carries significant responsibility and wants to maximize impact without burnout.

The Culture Architect:

3 Leadership Levers to Stop Drift & Drive Results



“Every day, leaders either architect a winning culture or let it drift.”

Zach Brandon

Program Overview:

Every leader wants a winning culture, yet few realize how easily even the best teams can drift from their original mission and standards. Rarely does culture collapse overnight, instead it erodes in small, subtle ways that are easy to miss until performance, trust, and accountability are already suffering.

In this keynote, Zach unveils the hidden epidemic of “organizational drift” and provides a clear, actionable blueprint to reclaim and rebuild your culture before it’s too late. Drawing on stories from sports, business, and cutting-edge science, Zach reveals the subtle leadership shifts that prevent “organizational drift” and fuel high performing teams.

Audiences will leave empowered to diagnose, strengthen, and sustain culture where excellence is not an accident, but an expectation. For every organizational leader, your team is counting on you to set the standard, let’s ensure they never have to settle for less.

Core Framework and Pillars

Defining Expectations

How to set clear standards, priorities, and behaviors so everyone knows what success looks like.

Managing Expectations

How to reinforce alignment and accountability over time, deliver feedback, and navigate difficult conversations to ensure standards aren’t just set, but lived.

Modeling Expectations

Why the most powerful lever for culture is not what leaders say, but what they do and how your daily actions set the standard and temperature for everyone.

Audience Takeaways:

- Identify early warning signs and hidden costs of culture drift within your team or organization.
- Apply a simple three-lever system for setting, modeling, and reinforcing high standards.
- Navigate difficult conversations and accountability challenges with confidence.
- Build daily rituals that anchor trust, alignment, and performance.

Ideal Audiences:

- Athletic directors and sport coaches, corporate executives and senior leaders, managers, human resource professionals, and anyone responsible for teams, departments, and organizations.



“The best organizations aren’t just filled with talented people. They’re built on environments where that talent is unleashed, every day.”

Zach Brandon

Building Environments That Win:

The Five Cornerstones of High-Performing Organizations

Program Overview:

Too many leaders watch as talented people underperform, disengage, or move on, not for lack of ability, but because the environment holds them back. Frustration mounts as teams struggle to build momentum, lose trust, or get caught in endless cycles of “almost” success.

In this keynote, Zach reveals the often-overlooked factors that differentiate organizations who win year after year from those who stagnate or regress. Drawing on evidence-based strategies and real-world stories, you’ll learn the five essential cornerstones for building an environment that unleashes potential, fuels engagement, and drives results.

Audiences will discover how intentional design, not luck, turns ordinary teams into dynasties. Your legacy as a leader is shaped by the environment you create so this keynote is an invitation to make it a legacy of growth, trust, and lasting success.

Core Framework and Pillars

Purpose

Connect daily work to a bigger mission and align what people do with why it matters.

Culture

Build and reinforce values and standards through intentional leadership practices.

Connection

Foster deep trust, belonging, and meaningful relationships.

Development

Multiply leadership at every level with systems for growth and feedback.

Systems

Cement lasting success with critical (and sometimes overlooked) organizational processes such as hiring, onboarding, recognition, meetings, communication and more.

Audience Takeaways:

- Diagnose organizational “environment gaps” that stifle performance and growth
- Apply the five cornerstone framework to build trust, engagement, and continuous improvement
- Systemize hiring, onboarding, recognition, communication, and feedback for consistency
- Foster a culture where growth and leadership multiply at every level
- Leave with a blueprint for sustained excellence, regardless of market or talent shifts

Ideal Audiences:

- Athletic directors and sport coaches, corporate executives, senior leaders, HR/ People Operations professionals and any leader responsible for shaping an organization’s environment and culture.

Impact that Lasts Beyond the Room



Carly Kastner

Program Coordinator, Greater Phoenix Chamber



Zach was an outstanding speaker at our Valley Young Professionals Elevate Professional Development Summit. He was thoughtful, creative, and incredibly easy to work with. Zach combined practical strategies, engaging visuals, personal stories, and humor to create a session that was both meaningful and memorable.



Tommy Sheppard

Executive Coach and Former NBA General Manager, Washington Wizards



Zach is a tremendous performance and leadership advisor! What separates Zach is that every session leads to actionable takeaways. He creates tools and perspectives that help people improve not only as leaders and teammates, but most importantly as human beings.



Lindsey Hamilton

Associate Athletic Director, IMG Academy



His impact shows up in my daily conversations. It's really a special experience to be able to take these tools and resources and implement them and to learn them from somebody like Zach. It's a whole nother thing to do that with somebody who embodies the leadership, the development, the care, the intention, and the action that he does in his daily work with the people that he works with.



Duncan Simpson

Director of the Teevens Center, Dartmouth College



He has an ability to be innovative, think outside the box, and connect the dots between different resources in a very genuine way. The work is really important, but the person behind the work is someone that I couldn't recommend highly enough.

▶ Watch Full Video Testimonials



Scott Brosius

Vice President of Athletics, Linfield University



He's intelligent, but I enjoyed just kind of watching him as he related to our student athletes, especially last year in a group setting, to be able to share stories... Straight from some of his own experiences... When I mentioned the idea of being able to possibly get Zach here again this year, it was kind of an overwhelming 'Get him back here'.



Erick Dalton

Special Assignment Scout, Philadelphia Phillies



I think my day to day is way more focused. I'm thinking about like what I'm going to attack like professionally... When I sort of drift like on my day to day, when I start to like go down that path... I'm like, 'Wait, what am I doing here?'.



Matthew Chojnacki

Founder, Pinnacle OHS



Listening to Zach was a pleasure. Being a former athlete and now business owner, mental toughness is always something that I have continued to try and hone. I appreciated some of the practical examples that Zach gave accompanied with insight and personal experience.

How Attendees Describe the Experience

Based on attendee feedback collected through Talkadot as of August 2026.

Actionable
95%

Engaging
95%

Inspiring
95%

Relevant
95%

Educational
99%

An Experience Designed For Your People

Every audience is different. **The experience should be too.**

1

Keynote

Perspective + Inspiration

Each of Zach's signature programs can be customized in both content and format based on the audience, available time, learning objectives, and desired level of interaction.

2

Workshop

Interaction + Application

An interactive experience that helps participants explore practical frameworks and apply them to real challenges.

3

Team Building

Connection + Alignment

A facilitated experience designed to strengthen relationships, build alignment, and create greater shared ownership.

4

Retreat Facilitation

Reflection + Strategic Direction

A thoughtfully facilitated experience that creates space for reflection, meaningful conversation, and clarity about the path forward.

When You Partner With Zach, You Can Expect

- ✓ Clear, timely communication throughout the planning process
- ✓ A focused discovery conversation about your audience, priorities, challenges, and desired outcomes
- ✓ Thoughtful preparation and research into your organization, event, and audience
- ✓ Relevant customization of the stories, examples, language, exercises, and takeaways
- ✓ Proactive coordination with event leaders and production partners
- ✓ Professional and engaged delivery, including meaningful connection with participants and not a "speak and run" experience
- ✓ Practical tools and resources that help the learning travel beyond the room
- ✓ Optional follow-up support to reinforce the message and sustain momentum

Turn Inspiration Into Lasting Impact

Extend the learning, reinforce the message, and help meaningful ideas become everyday practices.

Optional **Experience Enhancements:**

Follow-Up Virtual Q&A

Revisit the central ideas, address questions, and help participants apply the learning to situations they have encountered since the initial experience.

Ongoing Masterclass Sessions

Deepen and reinforce key frameworks through additional teaching, discussion, and practical application over time.

Coaching or Advisory Support

Provide selected leaders or leadership teams with more individualized support as they translate the ideas into action.



Featured Conversations and Media

Explore Zach's conversations on leadership, performance, culture, and what it takes to thrive in high-pressure environments.



Coaching Through Stories

The Actions of Confidence Come First

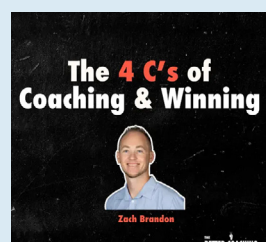
[Listen to episode](#)



Coach Your Brains Out

Creating High-Performance Environments - Mental Performance for Coaches

[Listen to episode](#)



Better Coaching

The 4 C's of Coaching and the 4 Pillars of Sustainable Winning

[Listen to episode](#)



High Performance Mindset

Winning More and Living Better: Mindset and Leadership

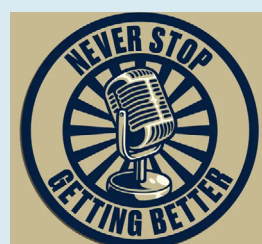
[Listen to episode](#)



Way of Champions

Fear, the Difference Between Major and Minor Leaguers, and the Need to Stop Romanticizing the 'Grind'

[Listen to episode](#)



Never Stop Getting Better

Inside the Mind of Elite Performers

[Listen to episode](#)



Coaching Culture Podcast

Building Trust and Mental Performance

[Listen to episode](#)



The Playbook

The Dark Side of Leadership: Ambition, Family, and the Cost of Being "The Guy"

[Listen to episode](#)

The Win More, Live Better Podcast



Win More, Live Better is a podcast for coaches, leaders, and high performers who care deeply about results, but refuse to sacrifice their well-being, relationships, or sense of self in the process. Through stories, conversations, and practical frameworks, the show explores the inner game of leadership, performance, and sustainable excellence. Each episode is designed to help listeners sharpen their mindset, strengthen their leadership, and build environments that allow both people and performance to thrive over the long run.

Stats:

- Top 5% globally ranked podcast
- 30,000+ downloads in first year
- Listeners in 120+ countries and 2,000+ cities
- Features conversations with Hall of Fame coaches and championship-winning leaders from MLB, NBA, Team USA, NCAA athletics, and beyond.

Featured Conversations



Chris Petersen

Former Division 1 Head Football Coach (Washington and Boise State).

[Listen to episode](#)



Tara VanDerveer

Hall of Fame Women's Basketball Coach (Stanford University).

[Listen to episode](#)



Kevin Eastman

Former NBA Coach and Front Office Executive (Boston Celtics and LA Clippers).

[Listen to episode](#)



Stephen Vogt

Major League Manager (Cleveland Guardians).

[Listen to episode](#)



Karch Kiraly

Team USA Men's Volleyball Head Coach.

[Listen to episode](#)



Erin Matson

Head Women's Field Hockey Coach (Univ. of North Carolina).

[Listen to episode](#)



Molly Miller

Head Women's Basketball Coach (Arizona State University).

[Listen to episode](#)

Listen to the
**Win More,
Live Better
Podcast**



Let's Create an Experience That Matters

Planning an upcoming event?

Contact Zach to discuss your audience, goals, and his availability.



[Headshots and Approved Photos](#)

[Biography](#)