

# Mike Rayburn's "What If?" Print-ready Keynote Summary

(note: summary can be printed with or without bullet points).

# “What If...?”

In his hilarious, musically amazing, motivational keynote, "What If...?" Mike Rayburn does what no other presenter can do. Not only is Mike a world-class guitarist and stand-up comedian, he is an authority on personal development and human potential. In this energetic presentation Mike uses his guitar and comedy to teach three simple, powerful tools attendees can use immediately and forever to access their unrealized potential, to look at old things in a new way, and to leap beyond their perceived limitations. These are the tools which took Mike from playing for seven people in a bar in Virginia to standing ovations at Carnegie Hall. They work. For anyone. And everyone. Always.

## You will learn...

- Three simple, powerful tools you can use immediately and forever to access the gold mine of unrealized potential inside you.
- The most powerful motivational force on this planet! (hint... it is not power, sex, money, or fame).
- The most basic human brain function and how to harness it for powerful change.
- That managing change is not only stupid, it's dangerous. The only way to manage change is to create change... to define the curve rather than follow it. You'll learn how to do that.
- How to set goals which take you or your organization beyond what you've imagined is possible.
- The power of a sense of purpose and how to draw from it as a source of strength and renewal.
- How to become a virtuoso... A simple, powerful 10-minute exercise which will show you how to master the things that truly matter.