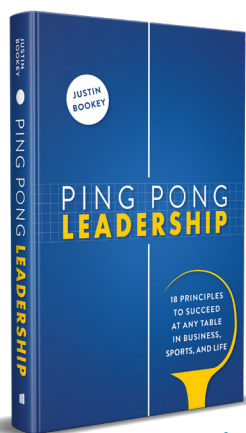


PING PONG LEADERSHIP FOR SUCCESS AT ANY TABLE!

Award-winning marketing strategist, best-selling author, and global ping pong player **JUSTIN BOOKEY** helps your company's leaders and teams supercharge their communication, collaboration, and innovation skills.



#1 bestseller in the
Strategic Management
category!

“We were blown away. Justin used ping pong as a metaphor and brought it into real life – and how you're able to shift your mindset to do things differently, for a different result.”

– Steven H.
Managing Director, Compass

SPEAKING, TRAINING, AND WORKSHOPS BASED ON 18 “PONG PRINCIPLES”

Justin thrives on working with your organization to tailor a presentation around any of the 18 Pong Principles in his best-selling book, Ping Pong Leadership. So you get inspiration that's not just fun and thought-provoking – including live ping pong demos – but immediately applicable to your unique goals.

Justin informs and inspires with:

- Leadership Training – helping managers become better leaders
- Professional Development – boosting your employees' skills and career growth
- Staff Development – training your workforce in soft skills of communication, collaboration, and innovation
- Leadership Retreats – facilitated sessions to improve executive team cohesion and performance

ABOUT JUSTIN BOOKEY



Justin Bookey is a former lawyer, an award-winning marketing strategist, and global ping pong player. He's had the good fortune of learning from some of the best and brightest while working with leaders at Disney, Sony, Honda, Qualcomm, XPRIZE, and more. He earned Emmy nominations for feature documentaries he produced, and Telly, Viddy, and ADDY awards for digital marketing campaigns he spearheaded.

Justin has also trained with world-class table tennis coaches such as Olympian Wei Wang, which helped him win medals at the US Open. He learned different leadership cultures while studying in India and teaching in Japan, and has played table tennis on seven continents.

SAMPLE SPEAKING TOPICS TO UP YOUR GAME

Pong Principle #1: Be Careful What You Measure, and Why

In an age of Big Data, it's vital to know how to measure success. Justin challenges your organization to go beyond its standard metrics and think about inclusive indicators that align with broader objectives of teamwork, collaboration, creativity, and customer experience.

Pong Principle #2: It's a Rhythm Game

Rhythm in ping pong mirrors the rhythm in business. Justin explores how understanding rhythms within in your teams, projects, and organization can enhance productivity and collaboration across silos.

Pong Principle #6: What's Your Ready Position?

Readiness in ping pong positions players for success. Professional readiness enables employees to seize opportunities with confidence. Justin shows your team how to cultivate a "ready position" in their short- and long-term mindset, focusing on skills, relationships, and strengths that prepare them for key moments of opportunity.

Pong Principle #9: Embrace Your Quirks

This talk focuses on turning our perceived quirks into strengths. Through relatable stories and interactive discussions, Justin inspires leaders and staff to embrace what sets them apart, fostering an environment of authenticity and innovation.

Pong Principle #14: Reach for Excellence, Not Results

Focusing too much on outcomes (winning the match, monthly sales metrics) can distract us from a foundational task: optimizing performance. Justin shares actionable steps for your group to cultivate an authentic, process-oriented mindset that ultimately leads to superior results.

