



INSTITUTE FOR  
HUMAN PROGRESS  
AND DEVELOPMENT

# CHAD PEEVY

*Author | Speaker | Coaching Curriculum Developer*



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ChadPeevy.com  
InstituteForProgress.com

**nglcc**   
Certified LGBTBE



“

*I think the reason Chad wins over a crowd so easily is not just because his content is golden, but because of his delivery. I have heard thousands of speakers deliver quality content, but the delivery can be arrogant or underwhelming. Chad's delivery is the perfect combination of entertaining, authentic, relatable and helpful. He truly captures a crowd.*

– Kelsie R.

***I give inspiration and instruction to people who want to live with consequence.***

## **NOTE FROM CHAD**

Growing up wasn't easy for me. Despite that, I've lived my life in defiance of the odds. The message I bring to your audience is about that journey - specifically how I went from a mindset of surviving to one of thriving.

During my presentations, workshops, and podcast interviews I take the audience on a journey that ultimately challenges them to make a decision to live their life “suffering toward” rather than “suffering from.” I will deliver the stories and strategies that will help your audience transform their lives regardless of their circumstances or background.

The themes of my work are:

- a mindset that supports you and doesn't sabotage you
- creating good mental wellness practices
- living a life of consequence
- giving oneself permission to live fully as the person they have worked so hard to become

Your audience will discover new ways to think about their life and their future. They will leave with the motivation and the tactical tools they need in order to take action toward living their best lives.

I appreciate you considering me as a speaker for your event. It would be my honor to discuss how my message can be customized for your audience.

A handwritten signature in black ink, appearing to read "Chad Peevy".

Chad Peevy

*author. speaker. coaching curriculum developer.*

## ABOUT THE INSTITUTE

At the heart of our work is the idea that “freedom from” gives us the “freedom to.” The purpose of the Institute is to offer services and create opportunities that allow people to realize what exists in the potential of that freedom. We do that through coaching, training, and various media.

Our methods and curricula are designed to guide people on their path of overcoming the mindsets that are holding them back from creating the lives they really want.

Furthermore, we recognize that a person will need different coaching approaches in order to meet them where they are on their path. As such, the Institute offers four methods of coaching:

ACCOUNTABILITY    PERFORMANCE    LEADERSHIP    TRANSFORMATIONAL

DIRECTIVE vs. DISCOVERY	Directive	Directive + Discovery	Discovery	Discovery
OBJECTIVES	Specific	Specific + Evolving	Specific + Evolving	Specific
CURRICULUM vs. METHOD	Method	Method + Curriculum	Curriculum	Method
ORIENTATION	Goal-Oriented	Goal Oriented + Personal Development	Personal Development	Personal Development
GROUP vs. 1-1	1-1	1-1 + (option for group)	1-1 and/or Group	1-1
ENGAGEMENT	Ongoing	Short-Term / Ongoing	1-1: Occasional Group: Annual	Short-Term
COACH APPROACH	Task-Master	Dot Connector	Creative Director	Compassionate Strategist
ABBREVIATED OBJECTIVE	Set and achieve your goals.	Freedom from the mindsets holding you back.	Create a life of impact and influence.	See yourself anew.

OUR COACHING SOLUTION

**COMPASS**  
ACCOUNTABILITY COACHING

**MX3**  
PERFORMANCE COACHING

LEADERSHIP COACHING

**MTA**  
TRANSFORMATIONAL COACHING

## ABOUT CHAD PEEVY

Chad Peevy is a best-selling author, award-winning speaker on the topic of human behavior, and founder of the Institute for Human Progress and Development. He has worked with thousands of high-performing professionals - helping them achieve greater clarity, perspective, and overall well-being.

With a master's degree from The University of Texas at Austin, founder of the Austin PRIDE Foundation, founder of the PS Foundation for the Arts, coach to business owners, and former Director of Marketing for the world's largest real estate company, he is widely respected by high-achieving professionals the world over.

His insights have been recognized by Keller Williams Realty, MAPS Coaching, Brendon Burchard's High-Performance Mastermind, the National Association of Gay and Lesbian Real Estate Professionals, the Austin-American Statesman, L Style-G Style, the Austin Chronicle, ProductCamp, and Fortune 500 Companies.

As a speaker and coach, he can help any high-performing professional achieve their next level of success and mindful productivity through his proprietary coaching methods.

*Chad has been featured and recognized by many organizations, among them:*

 UBS

 productcamp

 J.B. HUNT

 WestRock

 Growth

 zendesk

 Austin American-Statesman

 THE AUSTIN CHRONICLE

 kw  
KELLER WILLIAMS  
REALTY

 MAPS  
COACHING

### Transformation Awaits!

Wow, wow, wow. Chad bravely shares his life experiences in a way that is captivating and unquestionably authentic and real. I couldn't put this down and highly recommend it for anyone looking to break through from anything holding them back.



Jill D.

### Inspiring Story and Real Talk

I love how Chad shares his story and gets you into action on how to create a new way of having the life you want. That you aren't defined by your past and you can learn how to break and untangle to a life of happiness.

Great read!



Amazon Customer

### Perfectly Balanced

I could not put this book down! The author did a beautiful job balancing information with actionable exercises and shared a richness in his stories that is absolutely uncommon in the personal development genre. This book wasn't about impressing me as the reader, it was about relating.



Amanda K.

### Inspiring and Life Changing

This is a beautiful story of truth, self actualization, and journey to freedom of actually learning to live your best life. It is thoughtful, thought provoking, kind and challenging.



Sara D.

### Touching and Relatable

A beautiful book on a topic that everyone can relate to - finding themselves. I was touched and loved it.



Sheila K.

### Powerful and Prudent

Powerful, prudent, and passionate! Chad's writing is genuine and authentic. This book is extremely important to your mental health. Chad speaks with wisdom about how to be the best version of yourself.



Matthew P.

### We All Need a Little More Chad!

Chad is a phenomenal human being that is constantly trying to be a better version of himself while challenging you to be a better version of YOU on the ride. His words of wisdom will reach down into your soul.



Linda B.

### Deeply Personal & Beautifully Empowering

I have read this book twice already and each time I have discovered something deeper within myself that gets both healed and empowered. The author beautifully weaved together logical systematic approaches paired with personal experiences that many of us can deeply relate to.



Ryan L.

***Break & Untangle guides you through the 12 Mindset Methods that will help you discover the freedom to be you despite the inherited mindsets holding you back.***

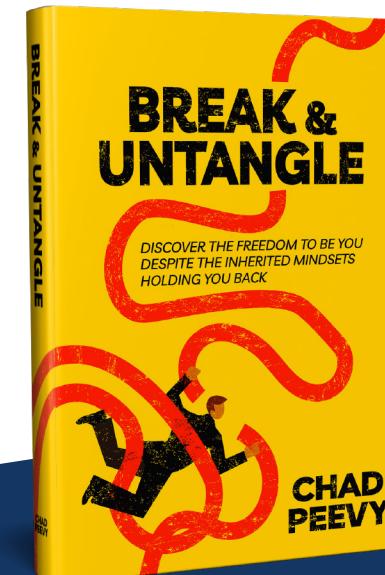
We see the world through the lens of our beliefs. But where did those beliefs come from? Are they even ours? Did we choose them? Or were they passed on to us like an unfortunate inheritance?

If you're asking questions like:

- Who am I?
- Why do I seem to get in my own way?
- How do I create the life that I really want?

*Break & Untangle* will teach you exactly how to:

- Support instead of sabotage yourself.
- Be more aware of yourself, how you approach the world, and your connection with other people.
- Gain clarity for your life's purpose so you can create a life that brings you a sense of meaning and satisfaction.



**WATCH THE  
BOOK TRAILER**



## MEETING PLANNER FEEDBACK

While we already had great expectations for the event, Chad exceeded them. Chad was incredibly engaging. His content was thoughtful, interesting and relatable whether you are an ally or in the LGBTQ+ community. Chad immediately created a safe space for our network and it was evident our members felt that, as several people opened up on the call and shared their own sensitive truths. Chad's discussion had the perfect balance between challenging the audience to dig deep and providing supportive guidance. There were so many gems Chad shared throughout the event, but if I have to name one that resonated most with our audience, it would be "the world needs you right now." On behalf of our network, we are grateful we had the opportunity to connect with Chad.

 **UBS** Lisa Astorino | UBS Pride Americas Co-Chair

I cannot thank you enough for taking time to lead our new leaders. Your ability to get people to look deep into themselves and to share your own truth is truly inspiring. We are always learning from you and your story.

Heartland



**Laura Tilley** | Heartland Association of REALTORS®

I want to thank you from the bottom of my heart! The event was perfect. You are by far the best speaker we have had. We have so many people reaching out with positive comments. I appreciate you so much.



**Bobbie Lawrence** | JB Hunt PRIDE+

From the entire WestRock P.R.I.D.E + Allies WRG, a huge thank you for the fantastic Break and Untangle workshop series. Our time with you has been extremely rewarding, and I've heard many, many comments about how techniques you mentioned or even just certain phrases you said have made a real difference in people's lives. I know that folks are sharing these insights and learnings with other WestRock employees as well as within their families. What a beautiful ripple effect of healing and strength! Thank you for sharing sometimes difficult topics and ideas with us. Thank you for being open and vulnerable at times when sharing your personal experiences. It has made a huge positive impact on our lives – both individually and as a team.

 **Tim Whitlock** | WestRock Corporation

## AUDIENCE FEEDBACK



**Speaker Rating 4.8 out of 5**

- Thank you for sharing and putting into words what so many of us feel.
- Chad is a mastermind!
- It was real and heartfelt. Excellent presentation. Very well presented.
- I loved everything he had to talk about.
- My favorite part of this presentation was Chad's energy and his knowledge.
- Great info and tips! Chad is AWESOME!
- Chad was fun and relevant.
- VERY informative. Excellent content.
- Great presenter, really needed this!
- Loved it all, I felt it was all relevant.
- I enjoyed every minute of the presentation.

\*feedback and speaker ratings are collected anonymously from event attendees

## NOT SMALL ANYMORE

### Reflection and instructions on life, meaning, and happiness.

This presentation complements Chad's book, *Break & Untangle: The Freedom to Be You Despite the Inherited Mindsets Holding You Back*

In this emotionally charged presentation, Chad will walk the audience through what it's like to live through a difficult childhood. In Chad's case it was growing up gay in rural Arkansas. Chad makes his experience resonate by asking the audience to relate to the experience of feeling like an outsider.

Chad will describe how he overcame his obstacles and the subsequent method he developed to thrive. His message will highlight the path toward living a life of meaning and purpose, being comfortable in your own skin, and ultimately create a legacy that will leave the world a better place.

Your audience will learn how to identify which version of them is showing up in the world and making decisions for their life.

#### Format:

- 40-Minute Keynote (with option for Q&A)
- Podcast Interview Topic

#### Ideal Audience:

People open to expanding their potential by challenging inherited mindsets.

- Civic Organizations
- LGBT Employee Resource Groups
- Diversity & Inclusion Initiatives
- Personal Development Conferences

#### KEYWORDS

- |                      |                            |
|----------------------|----------------------------|
| • Inherited Mindsets | • Personal Development     |
| • Meaning            | • Mental Health / Wellness |
| • Purpose            | • Childhood Trauma         |
| • Legacy             | • Resilience               |
| • Mentorship         | • Being "other"            |
| • Survive to Thrive  |                            |

## POTENTIAL INTERVIEW / FOLLOW-UP QUESTIONS

1. The core of this book is the 12 Mindsets you've outlined, where did those come from?
2. Where did this book start for you?
3. You talk about the 3 selves, can you say more about that and how those 3 selves impact our mental wellness?
4. You make it clear in the book that you believe mentorship is really important, so how does someone go about finding a mentor?
5. You write about broadening the definition of mentorship in the book, can you tell us how you've come to define mentorship?
6. You shared a lot of intimate details about your family and your growing-up experience. How has your family responded to this book coming out?
7. You mention in the book that you have redefined your relationship with your mom, but have no relationship with your dad. How does a person get to a place when they know it's time to cut ties?

#### Your questions:

#### If possible, please make the final question:

- Where can people go to learn more and access the resources you have created for them?

## BREAK & UNTANGLE WORKSHOP

This workshop complements Chad's book, *Break & Untangle*.

If you're looking for flexibility in your workshop, this is for you. Meeting planners may invite Chad to present one or more of the categories containing the mindset methods outlined in his book - choose the ones that best fit the needs of your audience.

The goal of these sessions is to develop and unleash your team's potential. Through exposure to mindset research and by way of exercises, attendees are able to identify the resistances that are limiting their personal and professional lives.

These workshops are styled as lecture + exercises with Q&A session.

Self, strategy, and social include these mindsets (*chapters from the book*):

SELF	STRATEGY	SOCIAL
• Purpose	• Becoming	• Belonging
• Internal Dialogue	• Money	• Help
• Identity	• Mindfulness	• Ambition
• Unitary Functioning	• Productivity	• Legacy

### Format:

- 60-Minute Workshop (*Lecture-Style + Group Exercise*)
- 90-Minute Workshop (*Lecture-Style + Group Exercise + Q&A*)

### Ideal Audience:

People open to expanding their potential by challenging inherited mindsets.

- Civic Organizations
- LGBT Employee Resource Groups
- Diversity & Inclusion Initiatives
- Personal Development Conferences

*This is Chad's most flexible speaking engagement, meant to suit the needs of your event or organization. Contact us to discuss your needs.*

## POTENTIAL EXERCISES FOR YOUR GROUP

### Purpose

- Writing Your Life's Mission Statement

### Internal Dialogue

- Finding your True Voice
- Power-to-Pain Vocabulary

### Identity

- The Identity Stack
- The Personal Values Sort

### Unitary Functioning

- Harmony of Mind, Body, and Spirit

### Becoming

- Becoming Professionally Whole

### Money

- Writing Your Money Story

### Mindfulness

- Mindful Wholeness
- Younger Self Encounter

### Productivity

- Mindful Productivity

### Belonging

- Persistent People Patterns
- Loneliness Experienced

### Help

- Who vs. How

### Ambition

- Expressing Your Freedom

### Legacy

- Breaking the Cycle and Creating a Legacy

## A LIFE OF IMPACT & INFLUENCE

*The Source, Creation, and Expression of Leadership*

In this presentation, Chad will guide the group through an ontological inquiry into leadership. As a guided group inquiry, the entire presentation is styled as an interactive experience - one where the nature and qualities of leadership are examined from the perspective of how we observe leadership, and how we become what others recognize as leadership.

This presentation is based on Chad's proprietary framework, the BCVE. Chad teaches that the components of the BCVE (*Being, Commitment, Vision, Effort*) are what makes leadership occur to others as leadership when they see us.

Your audience will discover a new way to see themselves and how they view their role as a leader.

### Format:

- 30-Minute Keynote
- 60-Minute Workshop (*Lecture-Style + Group Exercise*)
- 90-Minute Workshop (*Lecture-Style + Group Exercise + Hot Seat Coaching*)
- Podcast Interview Topic

### Ideal Audience:

Experienced and emerging leaders who are eager to step more boldly into their role as a leader. This presentation is well-suited for those who intellectualize.

- Corporate Retreats
- Leadership Development Programs
- Break-Out Sessions
- Association Meetings
- Conferences
- Civic Organizations

  
*Chad was a fantastic speaker with an effective ability to capture the mind and paint a picture that clearly defines his process of leadership. Encouraging throughout, his vulnerability allows his validity to be solidified and remain relatable to a large audience.*

*I had the pleasure of hearing Chad at a leadership program - I was blown away. Not only was the highlight of the day, I would go as far as to say he was the highlight of the whole leadership program! He was genuine, vulnerable, researched, and oh so relatable!*



## POTENTIAL INTERVIEW / FOLLOW-UP QUESTIONS

1. What if I feel like I'm leading, and yet no one is following?
2. Can you say more about how - who a person is - isn't inside of themselves, but rather how others experience them?
3. When you say that leadership occurs to us like a triangle occurs to us - are there other things in life where that sort of phenomenon happens?
4. Can you say definitively if leadership is real?
5. Why do you insist that leadership isn't "in-charge?"
6. Is it possible for there to be multiple leaders in any given situation?

### Your questions:

## GETTING UNSTUCK

### **What to do when what has always worked, no longer works.**

In this presentation, Chad will answer the question “What do you do when what has always worked in your life, is no longer working?”

Chad will share his experience with feeling stuck, how he was able to navigate through the feeling, and what he learned along the way. Most notably, Chad will make the distinction for your group about change and transformation and the connection between stuckness and suffering.

Your audience will discover a new way to see how they are experiencing this phase of their life, and Chad will light a path for them to create a new way to see what they are experiencing.

#### **Format:**

- 40-Minute Keynote (*with option for Q&A*)
- Podcast Interview Topic

#### **Ideal Audience:**

People going through a career or other significant life change who feel like nothing they are doing is getting them where they want to be.

- Personal Development Conferences
- Professional Development Conferences
- Support Groups
- Civic Organizations

#### **KEYWORDS**

- |                       |                         |
|-----------------------|-------------------------|
| • Stuckness           | • Self                  |
| • Transformation      | • Survival of Self      |
| • Change              | • Old Self vs. New Self |
| • Stalled             | • Internal Battle       |
| • Identity            | • Growth                |
| • Seeing oneself anew | • Frustration           |

## POTENTIAL INTERVIEW / FOLLOW-UP QUESTIONS

1. What do I do on the days when I'm so frustrated with myself?
2. Why do you insist that “life is suffering?”
3. How long should a person expect the feeling of “stuckness” to last for them?
4. What are some practical ideas for getting your life quiet enough to, as you put it, “hear your own voice again?”
5. Is it necessary for their to be death in order for transformation to occur? Do we not carry parts of our old selves into who we are becoming?
6. Do you have any ideas for “killing off” the old self?

#### **Your questions:**

## WORKING THE PLAN

### ***Creating Your Mental Wellness Routine***

There's never been a better time to have a discussion about good mental health practices. In this presentation, Chad will present practical tips that your audience can immediately implement in their lives to create a mental health routine.

Chad will draw from his own life experiences and share with your audience his journey of battling depression, anxiety, and feelings of loneliness. He will clearly define what it means to be depressed, or anxious, and how he has managed to make feelings occur less frequent, and become shorter in duration.

Whether they are someone who lives with mental health challenges of their own, or they have someone in their life who does, your audience will glean insights into how to make sense of this part of our human experience.

#### **Format:**

- 40-Minute Keynote (*with option for Q&A*)
- Podcast Interview Topic
- Contact to Discuss Possibilities for Workshop

#### **Ideal Audience:**

This presentation is suitable for any group where the human condition is openly discussed.

- Personal Development Conferences
- Professional Development Meetings
- Support Groups
- Civic Organizations
- Association Meetings
- Youth Groups

#### **KEYWORDS**

- Mental Wellness
- Routine
- Depression
- Anxiety
- 6 Types of Loneliness
- Frequency
- Duration
- Anger
- Freud
- Therapy
- Group Therapy
- Love

## **POTENTIAL INTERVIEW / FOLLOW-UP QUESTIONS**

1. Have you ever had anyone push back on this idea of yours to “work you plan?”
2. How do you define depression?
3. How do you define anxiety?
4. Why does knowing the definition help us through the feelings?
5. Do you think depression or anxiety ever goes away?
6. Why do you think it's important for people to know how to be in touch with and use their anger?
7. Why do you think anger is so misunderstood?
8. In your book, you talk about how you've talked to your husband about how to deal with you when you feel depressed - can you share that with us?

#### **Your questions:**

#### **If possible, please make the final question:**

- Where can people go to learn more and access the resources you have created for them?

## VALUE BEYOND THE STAGE

Chad is happy to explore ways to provide value to your organization beyond the stage. Let us know if there are ways that Chad can deliver the value that will best serve your group. Here a list of potential value offerings that are available.

### Mindset Assessment and Report

This online assessment complements the *Break & Untangle* book. After answering a series of questions, the respondent is provided with a personalized report that can help them direct their efforts to overcome their inherited mindsets.

### Coaching Needs Assessment

This online assessment will inform the respondent which method of coaching can be most beneficial to them for this season of their life.

### Complimentary Personal Discovery Calls

For those interested in coaching with a coach from IHPD, our team is available for complimentary Personal Discovery Calls to review their Coaching Needs Assessment - this call allows us to provide them with insight about their current situation and allow us to place them with the most compatible coach.

### Copies of Chad's Book, *Break & Untangle*

Hardcover, paperback, and audio versions of the book are available.

### Book Signing

### Guided Meditations

Chad has recorded guided meditations for each of the 12 Mindset Methods found in *Break & Untangle*.

### Private Sessions for Leaders

For those organizations with leaders who would like time with Chad separate from the larger group.

### Affiliate Link

We are happy to be able to compensate for any referrals that lead to business for IHPD. You can find more information about this program on page 22, or contact us to discuss.

## FEATURED RESOURCES



### MEETING PLANNER RESOURCES

Author Photos,  
Bios and Speaker Introduction,  
Book Art and more.



### PODCAST INTERVIEW

*Becoming, Productivity, and Mentors*  
The Second Half Podcast  
with Melanie Kennemann



### FEATURED EPISODE

*Getting Naked at Esalen*  
Mindset Methods  
with Chad Peevy



## HEAR CHAD ON THE PODCAST

- The Other Side of Comfort
- Clock, Calendar, and Mental Health
- Finding the Present
- Raise Your Ambition - Upgrade Your Life
- Money Mindset
- A Practice in Mindfulness
- Who are You? Manifest Identity Fixation
- The Depressive State

**LISTEN TO  
THE PODCAST** 

Available on most podcast platforms.





EXCLUSIVELY FOR  
**PODCASTERS**



## INTERVIEW INCENTIVES

### 2 Ways to Get Paid from Interviewing Chad

After our podcast interview, we will offer your audience a free “Personal Discovery Call” with a member of Chad’s team. It’s this easy:

*“Hey y’all, if you’ve enjoyed today’s conversation with Chad, I want to strongly encourage you to take advantage of something he is making available to our audience. His team at the Institute is offering a chance for you to get a free one-on-one “Personal Discovery Call” with one of his coaches. It’s truly personal - because you’ll take an online assessment before the call so that the time you spend with the coach can be completely personalized for you and where you are in your life. Just go to [MyWebsite.com/discover](http://MyWebsite.com/discover) to sign up for your free personal discovery call with a member of Chad’s team.”*

For every person that you refer (*that we don’t already have in our system*), we will pay you a 10% commission on any of the core coaching programs that they purchase - for life.

But wait, there’s more!

Introduce Chad to other podcasters and receive 5% commission on anyone that host introduces us to who purchases a core coaching program. It’s that quick and easy - just send a personal email to make the introduction to anyone who should feature Chad on their podcast, social media, or email list and you get a commission for the introduction - for life!

## TECHNICAL INFORMATION

### FOR IN-PERSON ENGAGEMENTS

- For most presentations, Chad will use slides. He spends a lot of time crafting these slides - using custom fonts, large images, and key transitions. It’s also not uncommon for Chad to adjust or customize presentations up until the last minute. As such, rather than sending slides in advance, we request that Chad be able to present from his laptop (*2021 MacBook Pro*). He will show up with a variety of adapters and be ready to plug in and go!
- Chad’s slides may include sounds - if possible, please have the ability to have sound directly from Chad’s laptop.
- If you have fewer than 50 people at your event, a microphone shouldn’t be necessary. If you have more than 50 attendees, Chad prefers a countryman, lavalier, or wireless handheld mic.

### FOR VIRTUAL ENGAGEMENTS & PODCASTS

We understand that every organization has technical limitations and security protocols that they must follow. Knowing that, the following requests are best-case requests. We make these suggestions with a generous spirit of flexibility. If it is necessary to use your company-provided video solution, we simply request a tech-check the day before the live presentation.

- For less than 100 attendees, we prefer to host the meeting on our Zoom account. We can provide you with a registration link that you can use to send your people.
- For groups larger than 100, we prefer a Zoom webinar setup that we are able to provide.
- When possible, we request a final tech-check with the group organizer 20 minutes before going live.
- In most cases, Chad uses an external DSLR camera for on-screen appearances. His microphone is a Shure SMB7 with a Cloudlifter.

*Please email us to request a complete A/V rider -  
you can also download that document at [ChadPeevy.com](http://ChadPeevy.com)*



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give yourself  
permission to live  
fully as the person  
you have worked  
so hard to become

chad peevy

