

Unlocking Human Potential: The Existential Edge of Performance Coaching

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Abstract:

In a world addicted to achievement, we often forget to ask the one question that changes everything: What are you really performing for?

This keynote explores the untapped power of existential psychotherapy when combined with high-performance coaching. As an executive, strengths and Fortune 100 coach, I draw on frontline work with CEOs, elite special forces, and high-stakes performers to show how integrating philosophical depth with performance strategy doesn't just increase output — it is a gateway to authenticity for some.

We'll unpack how the spiritual, freedom, responsibility, and the confrontation with meaning are not abstract luxuries — they are the very tools that help people thrive under pressure. Real-life case examples and unapologetic truths about trauma, success, and status will challenge the traditional coaching paradigm and offer a compelling new lens: one where performance is no longer just about metrics, but meaning.