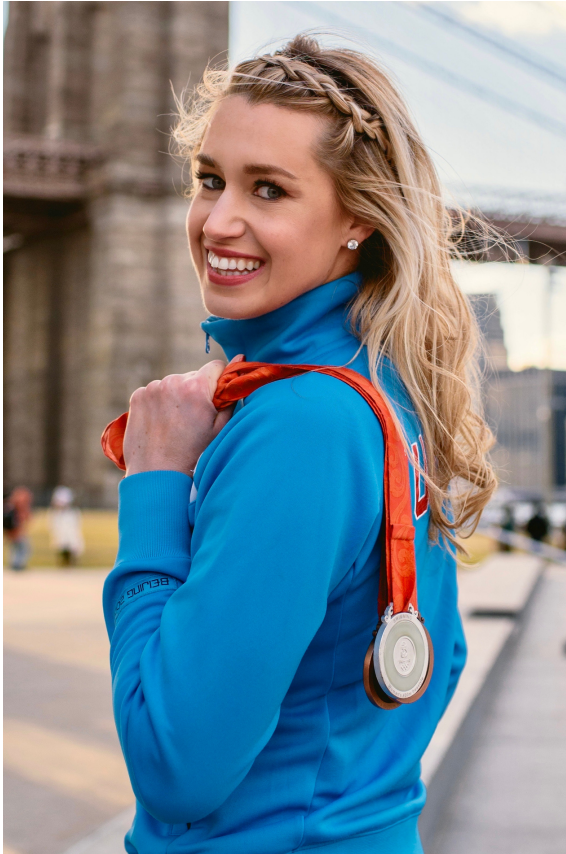


# KATIE HOFF

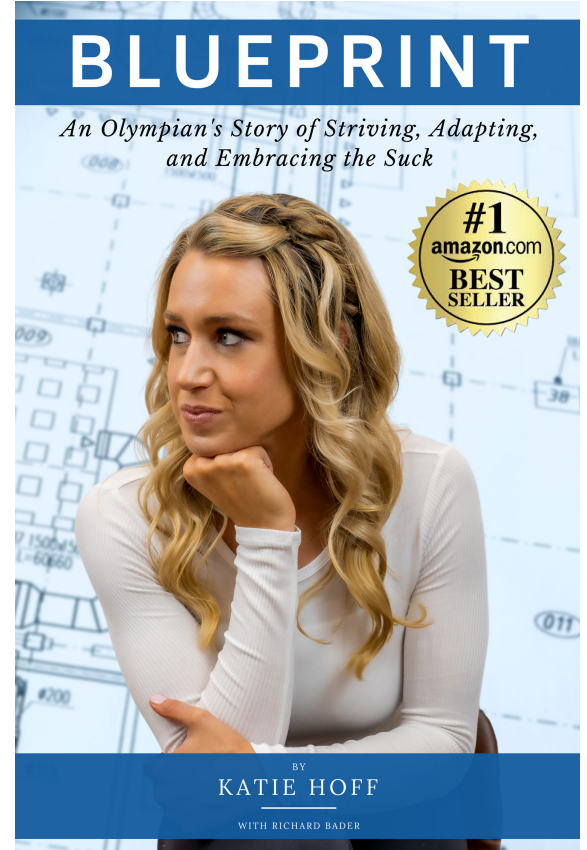
OLYMPIC MEDALIST, SPEAKER AND AUTHOR



**2x**  
USA OLYMPIAN

**3x**  
OLYMPIC MEDALIST

**8x**  
WORLD CHAMPION



"I have so much respect and admiration for Katie Hoff as a person and as an athlete. She helped push the progression of women's swimming and now, courageously, shares her insights and challenges in and out of the pool in Blueprint. Through it all Katie's mettle is gold."

**- MICHAEL PHELPS**

The most decorated Olympian of all time

Katie brings the energy and charisma you associate with an elite athlete - coupled with the friendly charm and straight talk of a good friend. She spent fifteen years relentlessly driving her own performance in competitive swimming from local star to national darling to international champion in her sport. What does it take? Katie will tell you. How can you apply what she learned to the challenges you face in your life? Katie will tell you. She is an open book and her sincere mission in each appearance is to bring her 'A'

game to the session, prepared to talk with candor about the good, the bad and the sometimes unbearable 'middle' place - in between accomplishments. Katie is a 8x World Champion, 2x Olympian - in Athens Greece and Beijing China - and earned a silver and two bronze Olympic medals in swimming. Hailed as the 'female Michael Phelps,' she withstood tremendous pressure and emerged from years of effort with valuable lessons learned on what it takes to succeed and power through bitter disappointment.

## KATIE HAS SPOKEN FOR

Addepar • TEDx UIUC • Board of Governors of the Association of Churchill Fellows • American Medical Women's Association • Build Your Life Resume Camp • Berkeley Fire and Marine • Vital Proteins • CSI Companies • PMR Loans • Inari Medical

## INQUIRIES

To inquire about a possible virtual or in-person appearance by Katie, please send us a message at: [Speaking@KTHoff.com](mailto:Speaking@KTHoff.com)



## APPEARANCE OFFERINGS

### OLYMPIC STANDARDS: KATIE HOFF'S 5 KEYS TO ACCOMPLISH THE EXTRAORDINARY

45 min speech, 15 min Q&A

Katie understands elite performance and the drive to do the extraordinary. At 15 years old, Katie Hoff made her first Olympic team. How did she do it? In the end, it boiled down to a very simple, yet effective formula. She came up with 5 standards that she followed to a "T." Standards that allowed her to break American and World Records, win Olympic medals, get back up after the lowest of lows and become a best selling author and successful entrepreneur.

Now, she wants to help you accomplish YOUR big goals - using her secret sauce. Becoming an Olympic athlete was Katie's goal. What is YOUR big goal? It could be anything:

- Running a marathon.
- Crushing sales targets.
- Getting that big promotion.
- Becoming the best parent, partner or friend.
- Achieving your highest level of fitness.

As long as the goal is of utmost importance to you, it is fair game. But it has to be a goal you feel DRIVEN to attain. It must be a "need" vs simply a "want."

Katie's 5 standards will give you the ability to accomplish that goal and achieve the most extraordinary version of yourself. Katie shares her wisdom through captivating stories filled with humor, humility, honesty and vulnerability. The audience is left with a sense of motivation, fresh perspective and ultimately clear and actionable standards to apply to their own big goal. Katie wants this year to be extraordinary for you - join her to find out how.

### FIRESIDE CHAT: A CONVERSATION WITH TWO TIME OLYMPIAN KATIE HOFF

60 min moderated chat

Katie will field questions on every area of her life and swimming career, facilitated by a host-provided moderator. In this dynamic and one-of-a-kind appearance, Katie will answer questions off the cuff and in her trademark energetic, honest and insightful style. She is an open book, so use your imagination and craft a session that hits exactly on what you'd want to know! Do you have a theme or 'word' you are aligning your goals around this year? Ask Katie how she would define it and what that word evokes for her. Do you have a core challenge with motivation, accountability or performance that you'd love to get Katie's take on? Ask away! Do you want to know what it was really like to step onto the pool deck at 15 at her first Olympics? Or the significance of 7/100ths of a second in Katie's career? Ask and she will spill the details. Hosts are welcome to brainstorm their own list of 10-20 questions for Katie and submit them for her consideration prior to the appearance or Katie can provide a list of possible questions to inspire you. On the fly questions from the audience are also welcome, so feel free to mix things up with a chance for your audience to be part of the fun and learning in an unforgettable way.



Katie speaking with Jesse at Build Your Life Resume Camp

"Blueprint is the only book you will ever have to read about going after a goal. It has commitment, mindset, victory and defeat all wrapped in one. Whether you are an entrepreneur, pro athlete or weekend warrior, you will benefit tremendously from Katie's raw honesty and incredible journey. This should be mandatory reading for anyone with a goal on the horizon."

Serial Entrepreneur, 2x New York Times best-selling author of Living with a SEAL and Living with the Monks, endurance athlete and co-owner of the Atlanta Hawks

- JESSE ITZLER



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Phone: 443-632-6206



Website: KTHoff.com

# WHAT PEOPLE ARE SAYING



"Working with Katie was perfect. Set up and organization prior to the event was great, making the event very easy for us. But the most important part is the story and delivery. Katie did an incredible job walking us through her journey and how she needed to tap into that extra effort needed to become a champion. Very inspiring, relatable, and authentic message was delivered, and Katie's passion carries through the whole time. If you are looking to motivate and inspire a group of people to take things to the next level, look no further than Katie!"

VP of Marketing, Sales & Distribution  
at Berkley Fire & Marine

**MARK SEICH**



"Katie was our keynote speaker at our annual Sales Kickoff. Coming off a record year it was important that we had the team tied to our mission and committed to being relentlessly consistent as they strived for their goals. Katie was exceptional, she far exceeded even my greatest expectations. We have adopted several of her mantras including stacking up small wins to achieve our stretch goals that we will continue to tie into our review of her book which is setting the tone for our team in 2021. If you are looking for a world-class keynote speaker to motivate and drive your team to achieve greatness, Katie is the first call you should make."

Head of Sales Enablement at  
Addepar

**JAMIN FOTCHMAN**



"As part of my job, I hear 2 to 3 speakers each week. I had the honor of being in the front row of Katie Hoff's TEDx talk and I literally held my breath the whole time because of both her fascinating story AND her captivating style while delivering it. I was 100% present and enthralled. The same will happen to you, trust me. If you're a business owner looking to motivate your team or a human looking to do MORE with your life, you should hire Katie to speak. You will be forever transformed. I know I was."

Head of Advocacy,  
Microsoft

**DONA SARKAR**



## WHO CAN MOST BENEFIT FROM A SESSION WITH KATIE?

### SALES & OTHER HIGH PERFORMANCE TEAMS

Fire up your top performers with direct motivation and coaching from 2x Olympian and 3x Olympic Medalist, Katie Hoff Anderson. Access your team's highest potential using the tips and techniques that powered Katie through 17 years of professional swimming - and led to her silver and dual bronze medals at the Beijing Olympic Games. If you want to drive elite individual AND team performance, Katie's talk will powerfully resonate with you.

### STUDENTS GRAMMAR SCHOOL TO COLLEGE

Katie began her quest for Olympic greatness, in earnest, when she was just 7 years old. With the support of her parents and the guidance of some phenomenal coaches, Katie turned her desire to excel and push herself toward the attainment of her dreams into reality at two Olympics when she was just 15 and 19 years old. Students of all ages will be drawn to her approachable and direct encouragement to pick a lofty and motivating goal and then break it down into do-able pieces to get you from Point A to Point 'BE.' Students will emerge with the sense that they, too, can access their inner 'deep down gear,' go full speed into a life they will love and possess the knowledge of what it truly takes to get there.

### EMPOWERED WOMEN:

Katie is a prime example of a woman who has persevered through incredibly low lows and stood on the Olympic podium as a medal winner -- then tackled life beyond the glare of the media spotlight after a shocking development in her personal life. She speaks to what allowed her to keep her wits about her, make sense of the whirlwind and emerge ready to offer insight and inspiration to other women who seek to go after their dreams with gusto AND pick themselves up off the floor when things don't go as planned.



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