

BILL ECKSTROM

CEO & Founder, Ecsell Institute

International keynote speaker

Best-selling author



Bill Eckstrom is the CEO and founder of Ecsell Institute. Bill's robust professional career path has encompassed sales, sales leadership, executive leadership with both private and publicly traded companies, as a founder of start-ups, and even as an athletic coach. In 2008, he established Ecsell Institute to fill a void he witnessed and personally experienced in the coaching and leadership profession within businesses. Since then, EcSell's research and improvement programming has been utilized in the athletic and academic worlds, spawning his new start-ups Ecsell Sports and Ecsell Education in 2019.

In 2017, Bill was invited to the TEDx stage where he shared his research and experiences in a record-setting talk titled Why Comfort Will Ruin Your Life. A live audience of over 1,700 people, and 4 million more online, have since watched this talk and have insight into his now famous words: "...what makes you comfortable can ruin you, and what makes you uncomfortable is the only way to grow."

Bill co-authored the book *The Coaching Effect: What Great Leaders Do to Increase Sales, Enhance Performance, and Sustain Growth*, which was introduced in April 2019 and has been a best-seller since the first week of its release.

As a result of his broad experiences in the realms of business and athletics, along with his company's findings, Bill's work as a keynote speaker is highly regarded throughout the world. While his audiences call him "profoundly authentic," "highly entertaining," and more, Bill is most proud of the fact his material is based on EcSell's science and research—he does not present motivational fluff. He has presented to hundreds of groups throughout the world ranging in size from 25-5,000 on a myriad of poignant topics.

Lincoln, Nebraska is home for Bill and his wife. Together they have three children, Will Jr, Claire, and Maddie. Philanthropically, Bill prefers a very hands-on approach as evidenced by his current involvement and passion-- therapy dog work. He and his four-legged companion, Aspen, visit children in hospitals, senior citizens in nursing homes, students in academic settings, and offer emotional support to various athletic teams. Bill also has a strong need to be outdoors and finds time each year to spend in the field and stream with his family and close friends.



LOGISTICS

Bill's presentation length is flexible - it can range from 20 minutes to a multiple-hour workshop.

We are a collaborative team, so the presentation will be customized to your exact audience needs to achieve maximum engagement and lasting impact.

Ancillary activities such as Q&A sessions, book signings, etc, are negotiable.

THE GROWTH RINGS: BECOMING COMFORTABLE WITH DISCOMFORT

OVERVIEW

After documenting and researching over 120,000 coaching interactions in the workplace, Bill Eckstrom shares life-altering, personal and professional development ideas through the introduction of the Growth Rings. Bill's viral TEDx Talk, "Why Comfort Will Ruin Your Life," first introduced the Growth Rings model and the impact they have on the evolution or decay of everything in our world. The Growth Rings illustrate how dangerous it can be to remain in a state of comfort, and how being in a state of discomfort is the only way to sustain growth.

In this presentation, Bill shares his wildly popular, research-based discovery and its applications to your everyday life. Examples and lessons used are taken from business, athletics, nature, psychology and physiology. There are no boundaries to the applications of the Growth Rings as evidenced by the feedback from Bill's followers around the world.

ATTENDEES WILL LEARN

- Why discomfort should be embraced
- When comfort is appropriate and needed
- Strategies for triggering healthy discomfort to advance our businesses and careers

You'll be amazed at the world-changing outcomes the Growth Rings can have on your life and the lives of others.



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THE COACHING EFFECT: HOW YOU SHAPE LIVES

OVERVIEW

Search HBR, WSJ, and Forbes, and you'll find plenty of experts who emphasize the importance of coaching your teams. These articles can help us understand that coaching is indeed important, but are often missing the content needed to know what behaviors and activities the best coaches do differently.

Since founding EcSell Institute 11 years ago, Bill's organization has studied over 120,000 coaching interactions in the workplace to understand how the activities and behaviors of leaders impact the growth of their teams. However, understanding high performing teams involves more than reviewing data, it's more than a set of activities, and certainly more than just a job. Coaching is the opportunity and the obligation to change lives.

Equipped with new insights, cutting-edge research, and poignant stories, Bill will help audiences understand how to impact the growth of each member of your team.

ATTENDEES WILL LEARN

- Why coaching is not a function of leaders & managers, but the inverse: why leading & managing are functions of a coach
- Ground-breaking research and best practices on what the greatest coaches do differently
- A four-step process for implementing these high-growth coaching activities and behaviors



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PSYCHOLOGICAL SAFETY: THE NEXT PERFORMANCE FRONTIER

OVERVIEW

For centuries, leadership experts have studied teamwork - strategy, communication, cooperation, etc. - and have found that certain groups operate more effectively than others. But now we're learning there's something more, something deeper, that distinguishes top-performing teams: psychological safety.

Based on more than a decade of research working with hyper-growth and peak-performing teams in the worlds of business and sport, Bill Eckstrom presents a practical, authentic, and real-life approach to the impact psychological safety has on team performance. He will share how psychological safety affects the growth of individuals and teams, as well as the role coaches/leaders play in its creation or destruction.

ATTENDEES WILL LEARN

- Why psychological safety may be the most important discovery in organizational behavior
- What specific behaviors and actions can create or perpetuate a psychologically safe environment
- How psychological safety impacts your organization's bottom line

TESTIMONIALS



"I was thankful to spend a few hours listening to Bill Eckstrom at our Athletic Coaches retreat where Bill was the keynote speaker. Not only was Bill articulate, knowledgeable and funny, he managed to capture the room (full of A-type personalities) and keep us tuned in for his entire presentation - not an easy task. His ability to keep us focused with his stories, experience and on-topic speaking points allowed all of us to learn more than a few tips and tricks to take back to our own respective teams. Bill is easily one of the top speakers I've had the privilege of listening to and would certainly return to another event in the future! Thanks again Bill."

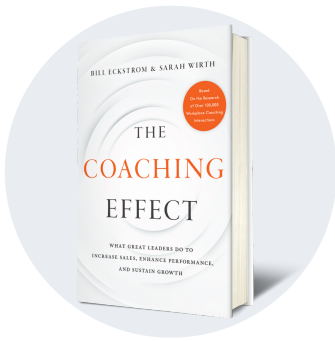
HEAD COACH, HUMBER COLLEGE

"Bill Eckstrom is in the top 5% of over 100 speakers that have participated in our program. Bill was a joy to work with because he was sincerely interested in our needs, and he made our goal his goal. When you work with Bill, you don't just get a speaker, you get a valuable long-term relationship with a true professional. He has earned my highest recommendation."

CURATOR, TEDX UNIVERSITY OF NEVADA

"Bill Eckstrom brings an innovative approach that helps organizations achieve higher team performance. Instead of simply focusing on salespeople, Bill contends that it's the sales leaders that should be developed and held accountable in order to increase sales. And, the data shows that he is exactly right. Bill will challenge the way you view performance and growth, but the results will speak for themselves. Also, Bill is a great guy and pleasure to work with and be around."

GLOBAL VP OF SALES & MARKETING



THE COACHING EFFECT

Bill's new book shows us what great leaders do to increase sales, enhance performance, and sustain growth.

[EXPLORE NOW](#)



WHY COMFORT WILL RUIN YOUR LIFE

Bill's viral Tedx Talk was the fastest growing Talk in the history of the event, and is now his most in-demand keynote.

[WATCH NOW](#)

CONNECT

To learn more about Bill (and see photos of his therapy dog, Aspen), connect with him on social media!



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