

For podcasters, bloggers, media, and meeting planners, Art Turock has a unique expertise and stories to entertain and inspire your audience:

- How to be an Elite Performer in Business and Athletics
- How to Conceive Outrageous, Original, and Heartfelt Goals
- Stop Holding People Accountable. Start Inviting Accountability
- The Extraordinary Freedom Experiment: Results of Field Tests to Achieve Heartfelt Yet Uncomfortable Goals
- The Freedom Log: A Life-Altering Morning Routine to Make Comfort Zone Demolition a Lifestyle Habit
- Be Comfortable Being Uncomfortable: The Only Way to Discover Your Full Performance Capacity
- How to Demolish the Top 5 Comfort Zones of Entrepreneurs
- Competent is Not an Option: Build an Elite Leadership Team Following the Talent Development Game Plan of Sports Champions

A close-up portrait of Art Turock, a middle-aged man with grey hair and a goatee, smiling warmly. He is wearing a dark blue shirt and a grey blazer. The background is dark and out of focus.

ART
TUROCK

Leader of The Extraordinary Freedom Experiment

Top Achievements + Unique Goals

Top Lifetime Achievement

On three occasions, Art talked people out of committing suicide.

Top Achievements Requiring Sustained Effort

Created a business tailored to his passionate values and never worked a day in his life.

Developed healthy lifestyle habits and has never been sick a day in his adult life (outside of food poisoning in Slovenia).

Sample of Unique Heartfelt Yet Uncomfortable Goals

- ✓ From 2016 to 2021, Art conducted over 800 experiments in practicing comfort zone demolition to his achieve heartfelt goals and express his full performance capacity (recorded in his Freedom Log).
- ✓ Create the world's largest list of occasions for taking extreme accountability that mostly go unnoticed N=200+ and growing monthly. (Most of these occasions would never occur for you)
- ✓ Create the world's largest categorized list of victim language (excuses, justifications, blames) N=4000+ and growing daily (You've thought or said or heard most of the items on this list)
- ✓ Orchestrate "extraordinary conversations" that produce innovative ideas, fresh insights, significant lessons learned in 100% of coaching sessions and online meetings.

At age 67,
Art consistently beat Tom Brady's 40 yard dash time for NFL combine as a college senior (5.28 seconds)



COMFORT ZONES ARE THE ENEMY OF GREATNESS.

An Elite Performer in Two Fields: Business + Athletics

Business

Art Turock is an elite performance game-changer who helps clients develop A-player leaders, achieve unprecedented productivity, and ignite their hidden leadership capacity. His professional engagements include keynote speeches, seminars, executive coaching, and year-long leadership development projects.

Art has been a resource to over 120 Fortune 500 companies, including IBM, Procter & Gamble, Merck, and Xerox. He has spoken to hundreds of trade associations and executive education groups such as American Society of Association Executives and Young Presidents' Organization.



Track and Field

Art took up sprinting at age 56 and pentathlon at age 61. In pentathlon, Art competes in five events, including long jump, 200-meter dash, javelin, discus, and 1500-meter run. In 2015, his pentathlon score won a bronze medal at the USA Track & Field Masters Championship and earned a world ranking of #8 for his age group. In 2016, Art won the silver medal and earned a #8 world ranking.

These athlete achievements are more remarkable because of Art's genetic birth defects—an enlarged heart and an inferior vena cava—which limit blood circulation.

**AT MOMENTS OF TRUTH THERE'S ONLY ONE CHOICE:
WHAT'S IT GOING TO BE REASONS OR RESULTS**

Art's Innovations to Spark Elite Performance

5Ps

Practice While Real Work Gets Done Process/5Ps: A Work Process Innovation

Over 3 years, Art spent 11 days immersed in fantasy camps and team practices to study USC Trojan Coach Pete Carroll's "Win Forever" approach. By learning world class talent development methods in sports, he conceived the 5Ps:

PREPARE ▶ PRACTICE ▶ PERFORM ▶ PERFECT ▶ PUBLICIZE

a series of job-embedded development routines to build a leadership team comprised of elite performers.

Throw the Red Flag Drill

This is a communication process to alert a team member who uses victim language to initiate immediate rephrasing to take accountability for their mindset, choices, actions, and results. It's adapted from NFL coaches throwing red flags to request review of referees' questionable calls.

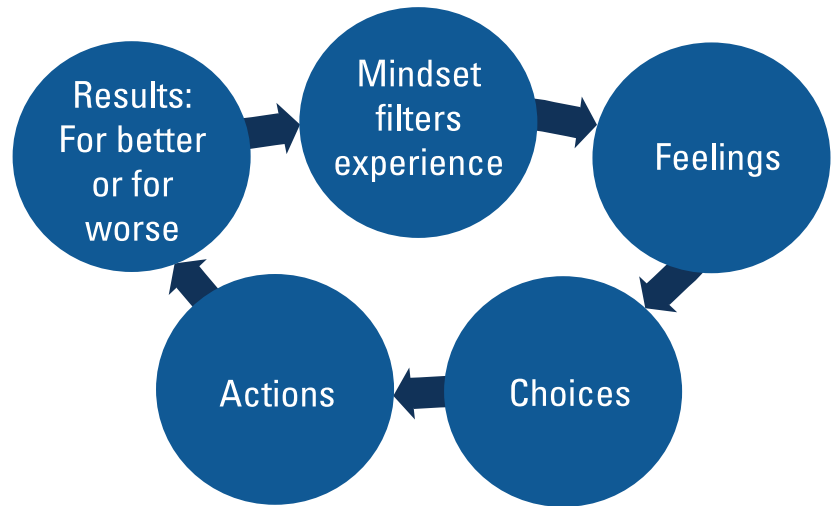


YOU CAN FACE FEAR NOW OR FACE REGRET LATER

Art's Innovations to Spark Elite Performance Continued

Mindset Disturbance Coaching

This is a systematic coaching model to shift from victim mindset to accountability mindset in minutes whenever you face foreboding comfort zones. Ultimately, your mindset determines your results—either your comfort zone becomes your preordained future or you achieve repeated breakthroughs.



Freedom Log

This is a tool to practice expanding comfort zones in order to accomplish daily vital goals. The log includes am Mindset Disturbance Rehearsal and pm After Action Review.



Conceive Heartfelt Yet Uncomfortable Goals

18 trigger questions are derived from prototypical comfort zone limits that must be mastered to be playing life full out. Heartfelt goals reflect boldness, including new personal records, uncompromised desires, distraction-free performance capacity, crucial conversations, breakthroughs, and spectacular outcomes from taking extreme accountability. This innovation replaces the conventional method of setting goals in 6 areas; work, family, social, spiritual, financial, and health.

LIFE IS TOO SHORT TO CHASE PIPE DREAMS

Leader of the Intrepid Freedom Crusaders

A Heroic Experiment to Achieve Heartfelt Yet Uncomfortable Goals



“Freedom is an art demanding practice, and too many of us are unpracticed.”

—James Farmer, Civil Rights Activist/Presidential Medal of Freedom winner.

The Intrepid Freedom Crusaders are highly accomplished performers including business executives, entrepreneurs, military operators, executive coaches, and masters track athletes.

In 2016, Art Turock began a bold experiment in comfort zone demolition to develop his capacity of volition--freedom of choice. He discarded four of his comfort zones each week through freedom mastery practice recorded in his Freedom Log. By 2021, Art had conducted over 800 experiments to make comfort zone demolition a lifestyle habit.

Since 2018, Art Turock has orchestrated The Extraordinary Freedom Experiment to empower his Intrepid Freedom Crusaders community to practice the freedom mastery practices to: a)demolish their comfort zones, b) defy the cultural rules of reasonable effort, and c) achieve their heartfelt goals..

“The experiment you’re leading is as important as a cure for cancer. In the case of cancer, a patient has no choice but to rise to the occasion. In the case of erosion of your mindset, the impact goes on unconsciously, often for a lifetime.

Art, your experiment spares people from the need to be woken up by adversity. For participants in your 90-day field test, this is a wakeup call.”

—Madeleine Blanchard, Founder, Coaching Services, The Ken Blanchard Companies

Sample of Intrepid Freedom Crusaders breakthrough results produced during the 90 day field test



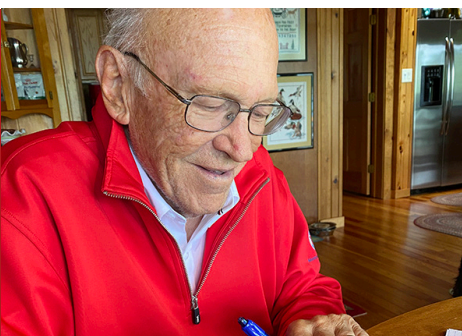
Russell LaMar Jacquet-Acea achieved All American Standard in 19 events in masters track and field in 2019.

Seemingly impossible conditions overcome: *"It's too much work to fulfill that dream. I could achieve this if I only concentrated on sprinting events and stopped doing the multi-events. I haven't run a mile since high school."*

Andrea Fletcher achieves a decades long goal of publishing a children's coloring book.

Seemingly impossible conditions to overcome: *"My writing buddy moved away and I have no one to hold me accountable for sticking to my publishing goals."*

"I have been dreaming about this for years and haven't been able to make it happen."



Dr. Ken Blanchard achieved his goal of developing new habits to organize his daily productivity planning and goal execution, including spiritual readings.

Self-limiting belief overcome: *"My life has been frantic for years." I'm not a bureaucrat. I hate filling out forms."*

CEO Derrick Smith deadlifts toward his challenging goal of 2x's his body weight.

Seemingly impossible conditions overcome: *"With all the changes going on with my leadership responsibilities at work I shouldn't take on challenging fitness goals. Showing up at the gym three times a week is good enough."*



Madeleine Blanchard began her practice as a Shaman (Here she receives a healing from Aama Bombo)

Seemingly impossible conditions overcome: *"I'm fearful of my colleagues thinking I'm weird." "I might suck at being a Shaman."*

Accountability Contagion Projects



Intrepid Freedom Crusaders created accountability contagion by teaching ways to replace blaming and excuses with an accountability mindset to drive effective choices.

Daphne Scott is a rare college instructor to teach mindset mastery for comfort zone expansion as part of her freshman math classes—implementing her dream spanning decades of teaching.

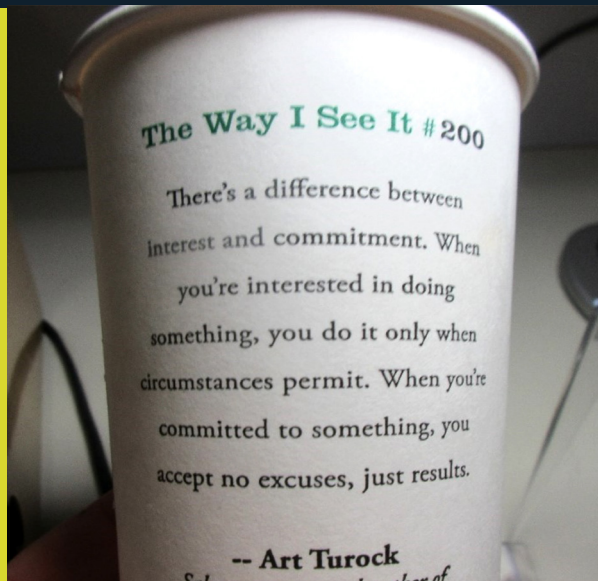


Teaching extreme accountability to two daughters in high school

Terry Heys orchestrated the practice of extreme accountability with his two high school daughters, Nikki, age 16, and Teana, age 18

Media

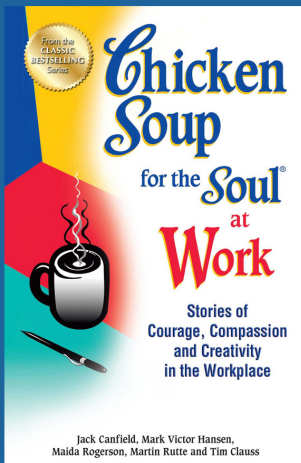
Articles by Art and references to his work have appeared in various books, media, and even:



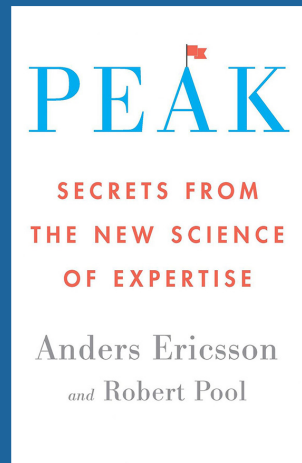
On a Starbucks cup in "The Way I See It" series.



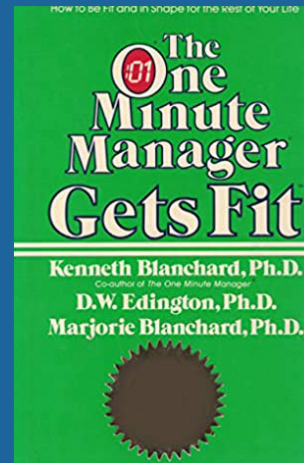
HBO/Sports Illustrated documentary, "Sport in America,"



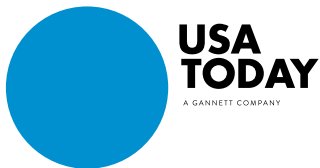
Chicken Soup for the Soul at Work, story, "Beyond Order Taking"



Peak: Secrets from the New Science of Expertise, case examples of Art's business clients doing deliberate practice



The One Minute Managers Gets Fit, cited for concepts from my book, Getting Physical



SUCCESS

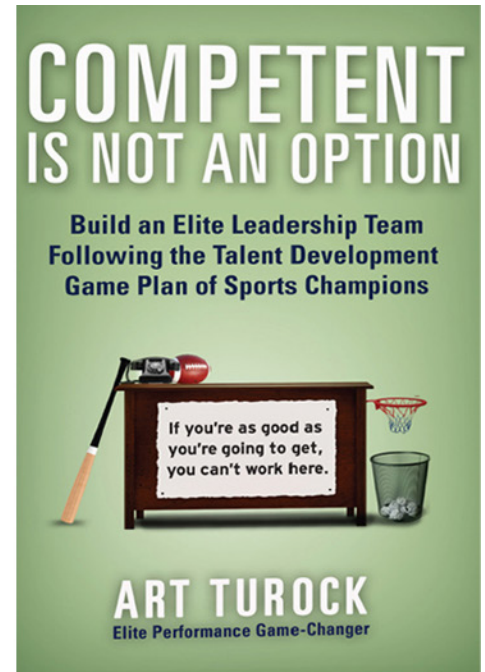
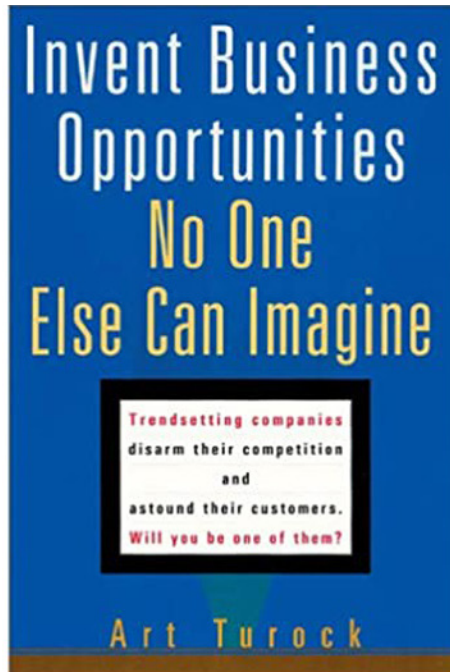
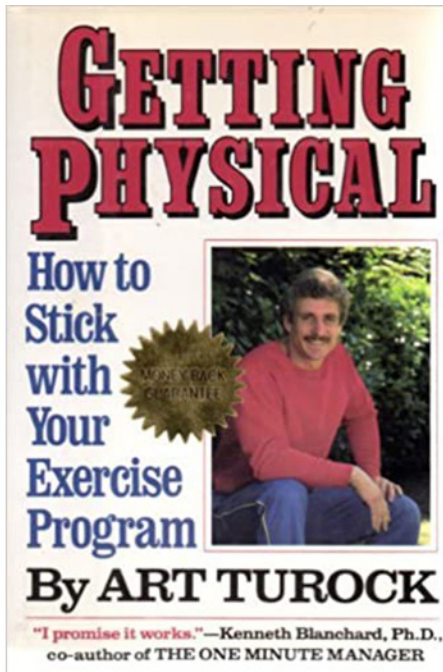


Reader's digest



INSTEAD OF PREDICTING FAILURE OR DIFFICULTY, BE IN WONDERMENT

Books



In 1988, Turock published the first book on exercise motivation and a best seller (70,000 copies sold), *Getting Physical. How to Stick with Your Exercise Program*. His next book, *Invent Business Opportunities No One Else Can Imagine* teaches business leaders how to address customer’s latent needs—needs that customers don’t even ask for and are delighted when solutions become available.

His most recent book, *Competent is Not an Option: Build an Elite Leadership Team Following the Talent Development Game Plan of Sports to Champions* teaches leaders to:

- Take accountability for their mindset to access hidden reserves of performance capacity, keep getting better skill proficiency, and never experience “this-is-as-good-as-it-gets” flatlining?
- Orchestrate the Practice-While-Real-Work-Gets Done Process (aka the 5Ps) so deliberate practice and job-embedded leadership development routines produce an extraordinary number of elite performers. In this work process innovation, employees practice to improve their skills in the midst of sales calls, staff meetings, writing emails, and even breaks.

Art’s upcoming book is *Practicing Freedom: A Heroic Experiment to Achieve Your Heartfelt Yet Uncomfortable Goals*. Most Americans don’t realize their freedom because they’ve never cultivated an ability to make effective choices to a) conceive goals that truly matter and b) embrace the seemingly unreasonable effort/risk required to achieve their heartfelt goals. This book will teach freedom optimization practices that have empowered Art’s community of Intrepid Freedom Crusaders to take extreme accountability, expand their comfort zones, and realize their full performance capacity.

Military + Education Achievements

Military Background:

Served in US Air Force Reserve as a jet engine mechanic, 1969-1975
Faculty member, The Honor Foundation—prepares military special operators for private sector careers.

Educational Achievements + Professional Associations

Art Turock graduated from Union College (BS) and the University of Florida (M.Ed.). He is a member of Phi Beta Kappa and USA Track & Field Association.



Contact Art Turock to brainstorm ways our collaboration will have powerful impact on your audience via podcast interview, speech, blog, article, or radio/tv appearance.

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**LIVE EACH DAY WITH A HEALTHY DISREGARD FOR THE UNREASONABLE
AND YOU WILL EXPERIENCE EXTRAORDINARY FREEDOM.**