



## ART TUROCK

**Comfort Zone Demolition Expert, offers 1-on-1 coaching for breakthroughs and developmental leader training**

**Art is an elite performer in business + sports.**

He's delivered speeches to 125 Fortune 500 companies, one of the highest totals in the speaking industry. His pentathlon scores at USA Track & Field Masters Championships have earned a silver and a bronze medal.

Since 2016, Art has conducted 1200 self-experiments to demolish his comfort zones to perform challenging tasks required for breakthrough results. As a leader, he orchestrated the Extraordinary Freedom Experiment to empower 25 high achievers to field test his unique practices to accomplish their heartfelt goals.

These experiments reveal a hidden limitation everyone faces:

*Conventional performance improvement methods--goal setting, time management, taking accountability—conform to the comfort zones of most users. They work for realistic goals, not breakthroughs.*

This realization led Art Turock to write the book, *Demolish Your Comfort Zones: 6 Unconventional Practices to Crush Your Hidden Limitations*.