

KEYNOTE

2026/2027 KIT

# SPEAKER

Pressure  
doesn't  
remove skill.  
It changes  
**access** to it.

THE ACCESS GAP™

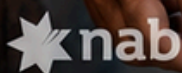
AUTHOR • SPEAKER

**MATT  
BRADY**

CREATOR OF  
CHAMPIONSHIP  
NEURO-BIOLOGY™

THE BACK 9

TRUSTED BY



# Your best people don't lose their skill under pressure. They lose **access** to it.

You've seen it happen. The person who is sharp in the room goes quiet when the stakes are highest. The skill didn't vanish. Something closed the door to it. That is the gap Matt Brady has spent twenty-two years closing.

It started with his own worst moment. At twenty-nine, a stunt went wrong. The injury was catastrophic. Doctors feared they would have to amputate and warned Matt he might never walk properly again.

He walked again, far sooner than anyone expected. But the recovery left him holding a question he could not put down. In the moment everything went wrong, he had stayed clear and capable. He had also watched others come apart under far less. **Same pressure. Different outcomes. Why?**

That question became the work. For twenty-two years Matt has chased one thing: why some people rise under pressure while others crumble. He has watched it play out in more than 500 rooms, across media, finance, telco, sport and real estate. Different rooms, identical pattern. The skill never leaves. The access does.

That work has a name now. **Championship Neuro-Biology™**, and at its centre, **The Access Gap™**. He helps organisations unlock the talent they have already got, at the moment it matters most.



“

*Why do some rise and others don't? I've chased that question for twenty-two years. And I'm still counting.*



# THE \$3 MILLION PROBLEM

The hidden cost of pressure inside modern organisations.

$$\begin{array}{ccccc} 100 & \times & \$100,000 & = & \$10M \\ \text{EMPLOYEES} & & \text{AVERAGE SALARY} & & \text{WAGE INVESTMENT} \end{array}$$



If pressure blocks access to just **30%** of that capability...

# \$3M

of paid capability is not being consistently accessed.

*Because under pressure, biology changes performance.*

## WHAT IT COSTS YOU

- Decision quality and speed
- Leadership effectiveness
- Retention of your best people

## WHAT IT LOOKS LIKE AT WORK

- Leaders freeze in high-stakes moments
- Teams hesitate and second-guess
- Communication tightens, execution slows

*Illustrative model based on a 100-person organisation. The pattern scales with headcount.*



# IT IS NOT A TALENT PROBLEM. IT IS AN ACCESS PROBLEM.

Most organisations do not have a talent problem. They have an access problem.

You have hired well. You have trained, coached and invested. The capability is in the room. Then pressure arrives, and people lose access to the very skill they have spent years building.

The issue is rarely the talent. **It is the access to it.** Pressure changes biology, and biology changes performance.

Matt helps organisations unlock the talent they have already got, at the moment it matters most.



## THE ACCESS GAP™

PRESSURE DOESN'T REMOVE SKILL.  
IT CHANGES **ACCESS** TO IT.

“

Great session. *Well presented, with the right mix of humour, information and seriousness.*

RED BULL

“

Exciting. Insightful. Fun.

EO MELBOURNE



# HOW PRESSURE WORKS

Why skilled people fail under pressure, and what elite performers do differently.

## Peak Performance

Ideal conditions

Confidence

Motivation

Potential

Best-case execution

VS

## Pressure Performance

Real-world pressure

Biology

Regulation

Access to skill

When it matters most

## THE FIVE FACES OF PRESSURE™

### 1 Performance

The pressure to execute in the moment.

### 2 Outcome

The pressure created by consequence.

### 3 Avoidance

The pressure that stops action before it starts.

### 4 Relational

The pressure of being watched, judged or misunderstood.

### 5 Growth

The pressure of unfamiliar territory.

PRESSURE CHANGES **BIOLOGY**. BIOLOGY CHANGES **ACCESS**.  
ACCESS CHANGES **PERFORMANCE**.



## SIGNATURE KEYNOTE

# PERFORM AT YOUR BEST WHEN IT MATTERS MOST

The signature keynote on why capable people freeze at the worst possible moment, and what reopens access when the stakes are highest.

**Most keynotes give you a great Friday.  
This one gives you a different Monday.**

The room buzzes, everyone feels lifted, and by Tuesday they've forgotten the speaker's name. Matt builds for the opposite. A shift your people are still using the week after, because they finally understand what pressure is doing to them and what to do about it.

## WHAT YOUR ROOM WALKS AWAY WITH

- **A shared language for pressure.** Your team leaves able to name what's happening in the moment, so "I think this is Avoidance Pressure" becomes something the whole room understands.
- **The reason capable people freeze.** Not a confidence story. The biology of why skill goes offline under load, and why willpower alone never fixes it.
- **Their own pressure pattern.** Every person identifies which of the **Five Faces of Pressure™** is costing them most right now.
- **A way back to skill on demand.** The mechanism that reopens access when it counts, usable before the next pitch, board meeting, or hard conversation.
- **One idea that travels.** Under pressure you don't lose your skill, you lose access to it. It reframes how your people see every high-stakes moment after.

## WHO IT'S BUILT FOR

Senior leaders and their teams. Peer-group rooms (EO, Vistage, CEO Institute, AICD). Sales teams, high-performance units, and any group whose hardest moments carry the highest cost.

*Not just a great Friday. A different Monday as well.*



# THE ACCESS GAP

The keynote on what fear is actually doing inside the brain, and how to reach your skill in the exact moment it feels out of reach.

**Fear isn't the enemy.  
Losing access to what you know is.**

Most talks on fear try to pump people up and push them through it. This one does the opposite. Matt shows the room what their brain is doing under pressure, why capable people freeze at the worst possible moment, and how to work with their biology instead of against it. By the end, fear stops being a wall and becomes information.

## WHAT YOUR ROOM WALKS AWAY WITH

- **A new understanding of fear.** Not a weakness to push past, but a 200,000-year-old survival system firing at the wrong target, and what to do when it does.
- **The ability to read their own signals.** Racing heart and tight chest reframed as activation, not danger, so the body's response stops running the decision.
- **A way to quiet the worst-case story.** The brain writes fiction to fill the gaps. Your people leave able to replace it with data, so the "what if" loses its grip.
- **A method they can use under real pressure.** A simple, repeatable way to reset in the moment, before the pitch, the hard conversation, or the decision that scares them.
- **One reference point that changes everything after.** A moment of proof their brain remembers, shrinking the gap between what they know and what they can reach when it counts.

## WHO IT'S BUILT FOR

Leaders and teams facing high-stakes moments. Conference plenaries and peer-group rooms. Any audience whose people are capable on paper but freeze when the pressure is real. Available with the live Firewalk and Glasswalk experience as an optional add-on.

*The coals are just the proof. The real fire is the one they've been standing at the edge of.*



# CHOOSE YOUR FORMAT

Every format is anchored to one idea, that under pressure you don't lose your skill, you lose access to it. Tailored to your room, your people and your stakes.

Sharper execution under pressure

Calmer leadership when it counts

**Access** to capability you already pay for

Pressure as competitive advantage

## THE KEYNOTE LADDER

# 18

MINUTE KEYNOTE

### The high-impact keynote · TED-style

Sharp and high-impact. Built for awards nights, conference plenaries and tight agendas where every minute counts. Matt delivers one core idea with the force to land it: **under pressure, you don't lose your skill, you lose access to it**. Audiences leave with a single, memorable shift they can use the moment they walk out.

# 45

MINUTE KEYNOTE

### The full story and the science

Matt unpacks the real moments behind Pressure Performance and the neurobiology that explains why capable people freeze at the worst time, and how the best regain access fast. Equal parts narrative and substance, designed to move a room and leave it thinking.

# 90

KEYNOTE +  
WORKSHOP

### Keynote plus hands-on application

Matt opens with the talk, then takes the room into the work: a guided diagnostic where leaders identify their own pressure patterns and walk out with practical tools, not just insight. The format that turns a great session into something teams actually apply on Monday.

# LIVE

EXPERIENCE ADD-  
ON

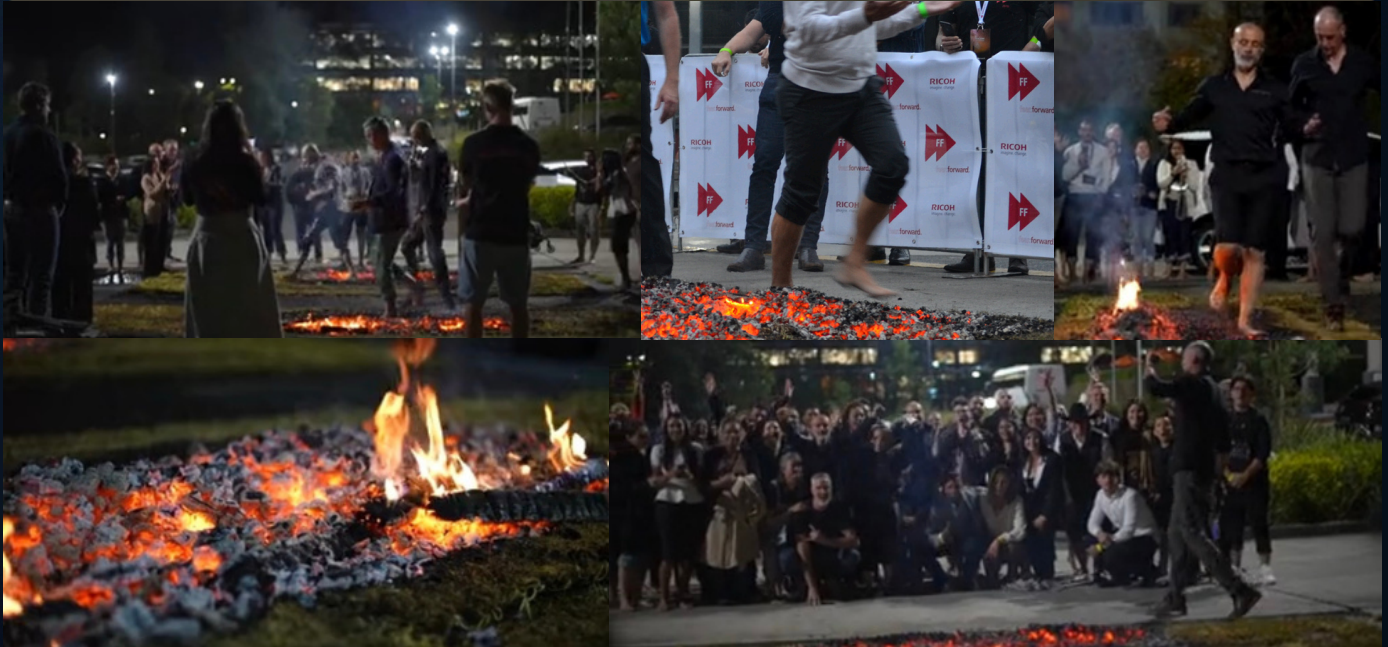
### Firewalk & Glasswalk · optional

Put the message under real pressure. Led by Australia's number one firewalking instructor, participants face a genuine pressure moment and prove to themselves that skill survives when access is managed. Unforgettable, and able to bolt onto any format. **See the following page.**



# THE FIREWALK

The optional experience that turns pressure from an idea into something your team feels.



## LIVE EXPERIENCE ADD-ONS

### Firewalk & Glasswalk

Optional experiential elements that put the message under real pressure. Led by Australia's number one firewalking instructor, these turn theory into a felt experience: participants face a genuine pressure moment and prove to themselves that **skill survives when access is managed**. Unforgettable, talked about for years, and available to bolt onto any format.

## GET MATT TO WORK WITH YOUR TEAM

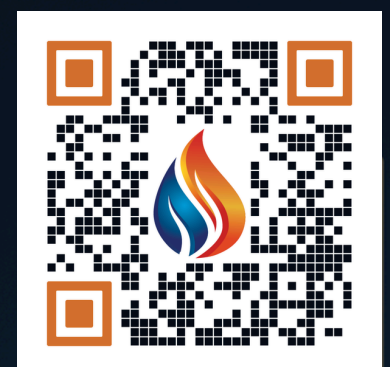
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MATT BRADY  
CREATOR OF CHAMPIONSHIP NEURO-BIOLOGY™



# TRUSTED BY

Five hundred rooms, across media, finance, telco, sport and real estate.



eureka



**RICOH**  
imagine. change.



**justcuts**  
STYLE CUTS FOR EVERYBODY



ROCKPORT®



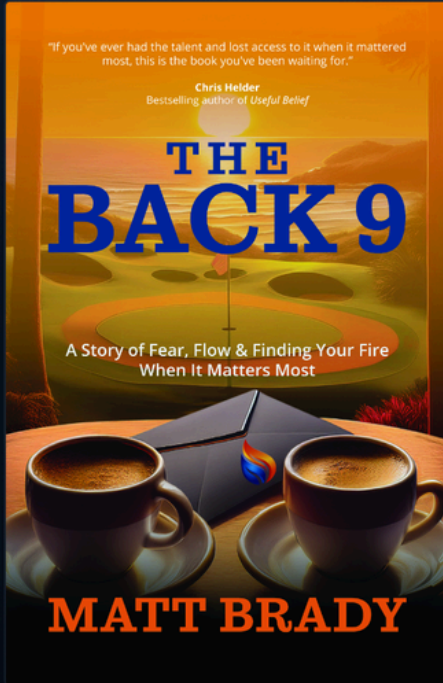
**Red Bull**



FROM THE AUTHOR

# THE BACK 9

A story of fear, flow and finding your fire when it matters most.



When the waves close in and the work won't let up, motivation isn't enough. Jesse is gripping too tight and watching her best days drift away. Alex looks successful but feels hollow, burned out at work and absent at home. Then they meet Mac, and a simple walk turns into a masterclass in pressure, showing how fear can shift into flow, and flow into fire.

**“Pressure isn’t the problem. It’s the signal.”**

MAC

*A story you can feel. A playbook you can use. Read it in one sitting. Use it for a lifetime.*

## PRAISE FOR THE BACK 9

— WROTE THE FOREWORD

*“This book is for anyone who has ever wondered if they have what it takes.”*

**DR MARK WILLIAMS**

Professor of Cognitive Neuroscience, author of Screen Smart Children

“

*If you've ever had the talent and lost access to it when it mattered most, this is the book you've been waiting for.*

**CHRIS HELDER**

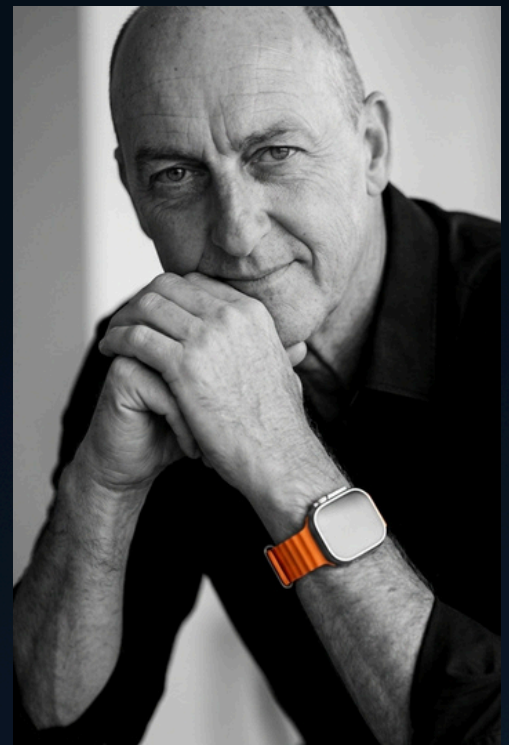
Keynote speaker & bestselling author of Useful Belief

“

*Matt has written the book I wish I could hand every one of my clients the moment they walk through the door.*

**DR KRISTY GOODWIN**

Neuro-performance scientist, keynote speaker and author



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