Founders of Own It



Justin Roethlingshoefer, the former NHL and NCAA Performance Coach is now the leading expert on biohacking and performance. Justin has worked with the Edmonton Oilers, Columbus Blue Jackets, Hockey Canada, University of Louisville, and Miami University and has a Bachelor of Science in Movement Science from Westfield State University and a Master of Science in Exercise Physiology from Louisville.

His core teaching philosophy is that you cannot separate peak physical performance from balanced health and emotional and mental well-being.

He has created a seven-figure coaching company that applies the health and performance philosophy used today by NHL top athletes, celebrities, and Fortune 100 executives to everyday individuals looking to be at their elite performance level.

Justin can speak to:

1. **Maximizing Performance:** 90% of entrepreneurs, founders, athletes, and driven individuals believe that they must put in more hours to perform at a standard that is not theirs but one that is put on them by the environment in which they work. A national study by Justin found that 60% are operating at capacity with their day and time filled with tasks, not a mindset and the intention to focus on the outputs that make the difference. Justin will teach if the focused approach has led athletes to the pros, leaders scaling their companies, and individuals to find out they have the tools needed to go after all things they want in life.

2. **Increase Capacity:** Learn how to manage capacity and use your time, energy, and resources to create more. You will learn to manage and optimize eight controllables that lead to greater capacity- nutrition, sleep, hydration, exercise, stress management, immune function, environment, and mindset. They're called "Controllables" because they're variables that individuals can control to increase energy and optimize personal growth.

3. **Owning Your Different:** Feeling like you don't fit in is painful, but sometimes you don't fit in because you are not supposed to. Never tie your identity to things or job titles; tie your identity to your life purpose. Justin will take audiences through his failure to triumph story through his journey into the NHL, teaching the audience how to overcome adversity and setbacks and what leads to finding your purpose in life.

Sizzle Reel



Alyse Gaulin is an entrepreneur, mentor, and sought-after conscious leadership expert whose background in the cutthroat fashion industry sharpened her skillsets to focus on what it takes for a successful team. As VP of Buying at Christian Louboutin, she created one such leadership model that quickly caught business industries' attention-- you need to awaken your growth through conscious actions. Today, she has been at the forefront of defining this new leadership style that leads to more productivity within teams, but it is also showing a higher employee retention satisfaction rating within companies.

Speaker Overview

1. **Conscious Leadership:** How would you like to be a leader who has their name written in history books? The first step is understanding yourself, and that starts with self-reflection. In this thought-provoking Keynote, Alyse will equip leaders with the tools they need for success and share insights on how her leadership style has become one of the most sought-after teachings from her career spent inside Fortune 500 companies.
2. **From Ordinary to Extraordinary:** When you break the norm and dare to do something extraordinary, you send a powerful message to the world. You are saying that you are confident, capable, and powerful. What stands between your growth potential? Self-limiting beliefs and in-action. Alyse leaves audiences with the tools for change, but most importantly, the belief and building of a community to support them on the road to the extraordinary.
3. **Women Can Have It All:** What stands between you and what you want in all areas of your life is one thing -confidence. The six-step proven system throws the 50/50 balance out the doors and allows you to show up 100% in any area of your life without compromise.

Sizzle Reel