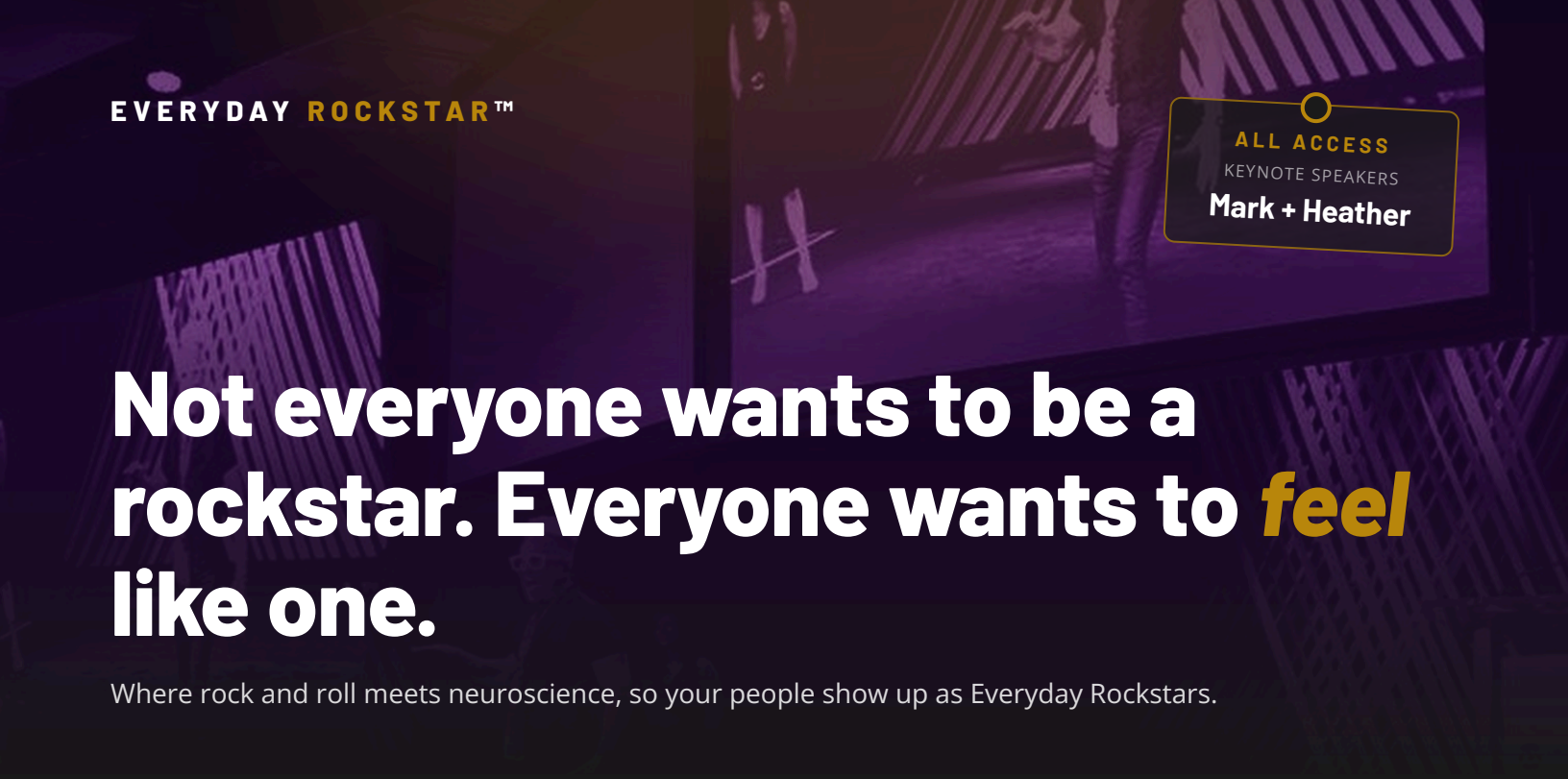


Not everyone wants to be a rockstar. Everyone wants to *feel* like one.

Where rock and roll meets neuroscience, so your people show up as Everyday Rockstars.

Engagement is what leaders measure.

Fulfillment is what people feel.

Everyday Rockstar is who they become.

20%

Only 20% of employees worldwide are engaged, and low engagement costs the global economy about $10 trillion in lost productivity. Most organizations invest in development and still cannot show what changed.

Source: Gallup, State of the Global Workplace 2026.

HOW IT WORKS

Measure It. Strengthen It. Keep It.

The Everyday Rockstar Performance Method™: the next level, beyond the keynote.

MEASURE

The IMPACT INDEX®

A validated assessment across Clarity, Resilience, Empathy in Motion and Delivery.

STRENGTHEN

The CRED™ Framework

Taught live through the keynote and workshops built around real leadership situations.

KEEP

CRED Quest™ + the app

Daily practice turns the keynote into habit. A second IMPACT INDEX® shows what changed.

WHAT YOUR ORGANIZATION GAINS

Engagement · Culture · Collaboration · Innovation · Well-Being

The Setlist

WAYS TO BRING US IN

01 HEADLINER

Hacking the Rockstar Brain: Where Rock and Roll Meets Neuroscience, So Your People Show Up as Everyday Rockstars

The joint keynote: Mark and Heather on stage together, with live drumming and neuroscience.

02 SOLO

Hacking the Rockstar Attitude: How to Bring Your Best When You Don't Feel Your Best

Mark's keynote. Live drumming and stories from more than 32 years on the world's biggest stages.

03 SOLO

Survival Pilot™: The Neuroscience of Leading People When Pressure Takes Over

Heather's keynote. Who's flying? Take back the controls, so pressure makes your best people better.

04 ENCORE

Rockstar Rewrite™

Teams become bands, then rewrite and perform a song together. 🎵 **Watch the highlight reel**

05 THE NEXT LEVEL

The Everyday Rockstar Performance Method™

Pre-event IMPACT INDEX® assessment, the live keynote, a 90-day CRED Quest™, and post-measurement, so you see the change in your people and not just the applause.

1B+	1,500+	HOF + CSP	1,142
People in Mark's touring audience	Keynotes delivered	Hall of Fame keynote speaker	Professionals in the validated IMPACT INDEX®

THE PROOF

+20% Resilience → +61% Performance

In a peer-reviewed study at Eastman Chemical, a 20% increase in Resilience was linked to a 61% gain in performance, research by Dr. Paul G. Stoltz, creator of Adversity Quotient® and Everyday Rockstar's scientific partner. Pre-data, post-data, and a measured change give your leadership team something to put in front of the board.



THE ROCKSTAR

Mark Schulman, CSP

World-class celebrity drummer for P!NK, Cher, Billy Idol, Foreigner and Stevie Nicks, with more than a billion people in his touring audience. Hall of Fame keynote speaker and Certified Speaking Professional (CSP) with 1,500+ keynotes. Author of The Attitude Equation.



THE BRAIN

Heather J. Crider

Certified NeuroPerformance Coach and best-selling author. Co-creator of CRED™ and the IMPACT INDEX® with Dr. Paul G. Stoltz, and of the Everyday Rockstar Performance Method™. Broadway co-producer, featured in Forbes, USA Today, Newsweek and Brainz Magazine.

NEXT STEP

Check Availability

Mark and Heather are available for keynotes, leadership summits, sales kickoffs, annual conferences and multi-day engagements. Contact your speaker bureau for dates, fees and a custom proposal.

WATCH THE REEL

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