

SIRI LINDLEY - Introduction

Ladies and gentlemen, we are privileged today to welcome a speaker who truly understands what it means to overcome impossible odds and achieve extraordinary results.

Imagine being so afraid of open water that you panic during your first triathlon swim—then going on to become not just a professional triathlete, but a two-time World Champion and four-time Hall of Fame inductee.

Imagine being told you have less than a 10% chance of surviving acute myeloid leukemia—then not only beating those odds but emerging stronger to help others build their own unshakable belief systems.

This is exactly the journey of our keynote speaker, Siri Lindley.

As franchise owners, you understand better than most what it means to face challenges that seem insurmountable. You know what it's like to compete against larger competitors, to maintain your entrepreneurial spirit while adhering to system standards, and to build teams that deliver consistent results even when you can't be everywhere at once.

Siri's "ChampionMind" methodology has helped leaders at organizations like Google, Campbell's, and AstraZeneca transform how they approach challenges. Today, she'll share the exact strategies that franchise owners can use to build belief, overcome fear, and achieve breakthrough performance.

Beyond her athletic achievements, Siri is the CEO of two non-profits that have rescued 326 horses from slaughter. Her story, now featured in the documentary "TRI Me: The Siri Lindley Story," shows the incredible power of believing in yourself before anyone else does.

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Please join me in welcoming a world champion, cancer survivor, and peak performance expert who will forever change how you approach challenges in your franchise business—Siri Lindley!