



Andy Core

Andy Core's primary focus is understanding "why do we not change when we know it is the right thing to do?" Specifically, he addresses how to overcome the barriers sabotaging your motivation to living healthier and achieving better work-life balance.

Andy has a master's degree in the science of human performance and performed research and understands how men and women respond to stress, stress testing, and what it takes to change your health behaviors for the better.

Over the last 17 years, Core has contributed to improving the overall health of some of America's most successful companies, as well as some of our most unhealthy communities. Specifically, he has field tested his concepts working directly with hundreds of top performers within Gillette, Coldwell Banker, Intel, Ernst & Young, Clorox, Tyson Foods and Newell Rubbermaid, as well as leading healthcare organizations, associations and government agencies. His success rate at helping people go from "knowing they need to live a healthier and more balanced life" to actually living it, is 13 times the national average.

Combining the high energy style of a stand up comic, stories from his experience as a successful wellness consultant and the latest research, Core will ignite your motivation and show you how to execute a better way of life.

Real Science. Real Experience. Really Fun!

Recent Awards & Acclaim

- Co-host of the PBS affiliate television show "Fighting Fat"
- Winner of Arkansas' 2005 Outstanding Individual Leadership in Fitness Award
- Voted one of Arkansas' top 40 business and political leaders under 40
- Columnist for Professional Performance, The Business Owner, Get Outdoors! And RxDDS magazines
- President of the National Speakers Association Health and Wellness Expert Group and Oklahoma Chapter



Speech Topics

Andy Core helps great companies and great people get even better. Here are some of the Core Principles that make that happen...

Core Principle: Energy & Motivation are Inseparable.

The fatigued fade and the energized engage. When you run out of gas the needle hits E on your motivation as well. When you wake up, feel great, and have a deep reservoir of energy at your disposal, your motivation to do the hard and important tasks in life increases exponentially. This includes increasing your desire to live healthier, do more with less, give better customer service, and being more present when you are with those you love.

Core Principle: It's About Execution.

The minute your lifestyle gets better, everything starts getting better. And nothing gets better until your lifestyle gets better. The wise know the FastTrack to better health and work-life balance is the result of what you do, not what you know. Everyone knows they should live healthy, but the ones who do have a lifestyle that consistently energizes them and positions them to make good choices over and over again.

Core Principle: Opportunity + Energy Trumps Time Management 7 Days a Week.

When was last time you were at your very best? Was it at a time when you needed most? We are not short on opportunities or relentless demands. We are, however, often short on the energy, focus and motivation it takes to grab more of the opportunities life presents us. The FastTrack to better work-life balance does not lie in schedule shuffling, but in having the juice to give your most valuable opportunities all you got.

Core Principle: Stress Right.

Stress is not the enemy, but rather is the genesis of growth. Pressed to the cusp of burnout, learning to better dodge, manage, and utilize stress can turn stress from a draining force to a force of improvement. This kind of 180 is what it takes to gain a serious edge in today's competitive marketplace and live to enjoy it.

Core Principle: Motivation is Momentum in Disguise.

Every action you take increases your chances of taking similar actions. String multiple actions together and you multiply your chances of doing more of the same. The key is to design your lifestyle so you can string multiple positive actions together, thereby starting a chain reaction of positive momentum, which it turn transforms into an expanding motivation to excel at work, live healthier, and really be there for those you love.

Core Principle: You are your best investment.

Exceptional people invest in themselves. Exceptional companies invest in their people's life in and out of the office. There are no shortcuts. To obtain better results in life, you and those around you must simply get better.

Core Principle: Life balance is not about balance.

Balance, symmetry, equilibrium, predictable, safe - Those words rarely apply to the lives of the most successful, happy, healthy and "balanced" individuals in the U.S. The Core definition of life balance is growth. In nature, if you are not growing you are dying.

Core Principle: Positive motion creates positive emotion.

The number one reason to be physically active for busy people wanting better lives is not the fact that it will reduce your chance of heart disease by up to 47%, type 2 diabetes by up to 69%, and many cancers by up to 22%, it is because it makes you feel better! People who feel better work better, are better family members, and are better to be around.

Previous customized Keynote titles include:

Balancing Your Choices In A Crazy Busy World

How to accomplish more, live healthier, and still have a life

Healthy Motivation

Creating the energy to live healthy, do more with less, and still have a life

Sales Energy

Powering Up Your Sales Performance

Stress Right

Capitalizing on the Stress of a Crazy, Busy World

Secrets Of The Motivated Mind

Mastering The Inner Game Of Health

SPREADING THE HEALTH VIRUS

Winning the Battle for a Healthy Lifestyle (*for Healthcare & Health Promotion Groups*)