

CHRISTINA CURTIS

curtisleadership.com



About Christina Curtis

Christina Curtis is the Founder of Curtis Leadership Consulting based in Denver, Colorado. A thought leader on motivation and goal attainment, she regularly contributes to the Harvard Business Review, Forbes, and Psychology Today. As an accredited Master Coach with International Coaching Federation—a designation held by only 1 percent of business coaches worldwide—Christina’s clients include Fortune 500 executives and leaders. In her new book CHOOSING GREATNESS: DEFINING YOUR FUTURE SUCCESS ONE CHOICE AT A TIME, Christina shares the science behind the choices we make that lead to greatness and success. Christina has a master’s in organizational psychology from the University of London and a bachelor’s degree from Queens University.

Why Christina Curtis?

- Christina’s approach to success is based in science and psychology. By understanding how our brains work, she has been able to make some of the most successful business leaders reach the next level of success.
- Christina was recently named one of Fortune’s Extraordinary Women in Business for the work she does leading Curtis Leadership Consulting. As someone accustomed to working with those stuck in their career, Christina’s guidance and psychological knowledge helps them identify roadblocks, build trust and make choices that will move her/him away from mediocrity and toward greatness.
- Christina encourages a holistic view of success that accounts for professional goals as well as goals outside the workplace to improve our physical, mental and relational health. Using a partnered approach and clear expectations, Christina’s shared passion ignites clients’ momentum to unlock new layers of possibility.
- Christina believes that confidence isn’t a personality trait; it’s developed. She works with clients on developing their confidence, whether it’s for a boardroom presentation, public speaking event or simply setting goals they once thought unattainable.

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**Harvard
Business
Review**

**Forbes
Psychology Today**

CHOOSING GREATNESS

curtisleadership.com

Powerful Choices **Extraordinary Results**

Choosing GREAT NESS

An Evidence-Based Approach to
Achieving Exceptional Outcomes

CHRISTINA CURTIS

About Choosing Greatness

We are all drawn to the irresistible sensation of success and fulfillment. Yet despite our best efforts, ultimate success and joy can seem so elusive. Why? Because we're running on autopilot, repeating past behaviors and achieving the same results.

Those who reach uncommon levels of success harness the power of choice to eliminate bad habits and shift their thinking from "someday I might" to "today I am," as if by magic. But it's not magic, it's science. The science of choosing greatness, one choice at a time.

In CHOOSING GREATNESS: DEFINING YOUR FUTURE SUCCESS ONE CHOICE AT A TIME, Christina Curtis combines her decades of practical experience in business psychology and her conversations with some of the greatest leaders of our generation—Richard Branson, CEO of the Virgin Group; Jonathan Johnson, CEO of Overstock.com; Lara Merriken, founder of LÄRABAR®; and more—to teach you how to unlock the full potential of the greatest change agent imaginable: your own mind.

Why Choosing Greatness?

- Our brains have been hardwired to avoid the threats our ancestors faced, but this wiring doesn't always serve us today. CHOOSING GREATNESS shows readers how to overcome their minds' greatest obstacles.
- Christina gets into the nitty gritty of topics like how to order and prioritize your day, week, month and year based on your goals; how to take an inventory of your life to know what's working and what's holding you back; and how to increase your focus and confidence so you can go after what you really want.
- Each chapter of CHOOSING GREATNESS includes key takeaways and practical advice, so readers can take what they read and immediately apply it to their personal and professional goals.
- it's not magic; it's science. In CHOOSING GREATNESS, Christina explores the scientific reasons behind why choosing change can feel so hard and the choices that lead you toward greater growth every time.

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Suggested Interview Topics

- How to rewire your brain for success
- Three reasons you're not reaching your goals and how to get there
- Every choice matters: The science behind the choices we make and where they lead us
- Holistic success: How to succeed in every area of your life
- How Richard Branson's early struggles and path to solve problems led to bold goals for success
- How you can become unapologetically clear on setting goals to move you forward
- The most successful people in the world have this one thing in common
- The weekly calendar audit: What it is and why you desperately need it in your life
- How women can build confidence even if genetics are against them
- Social media and technology can either distract us from our goals or help us reach them. It's your choice.
- How to pinpoint and maximize the best 240 minutes of your day
- Why you're working so hard but not getting anything done
- How personal trauma and experiences can guide you to be in tune with the world and how to experience it at it's best



Suggested Interview Questions

- What choices did you make in your life that led you to where you are today, the founder of a successful leadership consulting business and author of CHOOSING GREATNESS?
- You've studied the psychology and neuroscience behind why we make the choices we do and why it's so hard to make the right ones. Can you explain this and how it's connected to our potential success?
- In CHOOSING GREATNESS, you detail a traumatic event you and your children went through. What happened and what did this event teach you about the importance of how we make choices in our lives?
- What does it mean to have your brain on autopilot and how do your habits influence the way you set and achieve goals?
- As a certified Master Coach, can you walk us through a typical introductory session with a client? Where do you start in order to help a client get where she wants to go?
- When it comes to people and business, you've talked about the importance of confidence. How can we be more confident in the workplace and with their professional goals?
- You interviewed a number of high-profile executives and leaders for your book. Which conversation sticks out to you the most and why?
- What do these leaders have in common? What did this teach you about success?
- In your book, you talk about "value over volume." Can you explain that concept and how we can apply it to our daily lives?
- What top three mistakes do executives and leaders make that sabotage their success? How can they correct those mistakes?
- What personal and professional goals do you have right now? What are you doing to achieve them?



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