

SIGNATURE KEYNOTE

Leading Under Pressure

How the Leaders Who Perform Best in Crisis Access What Others Cannot

BEST AUDIENCE	FORMATS
Leadership conferences & executive summits Corporate leadership days & CEO forums Senior leadership teams & high-potential cohorts HR-convened leadership events	Keynote — 60 to 90 minutes Half-Day Workshop — 4 hours Full-Day Intensive — complete program

SESSION DESCRIPTION

What Separates Leaders Who Perform Under Pressure From Those Who Do Not?

It is not intelligence. It is not experience. It is not even emotional intelligence — though that helps.

The difference is state access: the ability to recognize which internal state the moment demands and move into it deliberately — under load, in real time, when something is at stake.

Most leadership training teaches leaders what to do. Motion Leadership teaches leaders how to access what they already know — when the room is tense, the data is incomplete, and everyone is watching their face.

In this keynote, **Altin Sholla** — CEO, leadership professor, and author of *Motion Leadership* — delivers a framework built not in a seminar, but in twenty years of leading organizations across the Balkans and Mediterranean: environments where volatility has always been the operating condition.

REAL-LIFE TAKEAWAY VALUE

What Attendees Take From This Session

Drawing from two decades of executive leadership, academic research, and fieldwork across Albanian and Balkan organizations — and grounded in Mediterranean leadership traditions that the global leadership conversation has spent decades ignoring — Altin delivers a framework leaders can use in the next meeting:

- **State Diagnosis:** Learn to identify in real time which of the five states you are in — and which one the situation requires. This single skill changes how every subsequent decision lands.
- **The Pressure Gap:** Understand why competence disappears precisely when it is needed most — and what is actually happening at the cognitive and physiological level when it does.
- **The Contagion Effect:** Your state shapes your team before you speak a word. Learn how to use this deliberately rather than accidentally.
- **Mediterranean Intelligence:** Why the traits long dismissed as too emotional, too relational, too intense are not liabilities. They are the capabilities the modern world now demands — and always has, in the environments that forged them.
- **The 90-Day Architecture:** A practical deployment structure for embedding state-based leadership into daily practice. Not a poster on the wall. A system in the next quarter.

OUTCOMES

What Your Audience Leaves With

Attendees leave this session with a new diagnostic language for leadership performance — a way of naming what they have always experienced but never had the framework to address. They leave knowing what state they are in, what state their team needs, and how to close that gap before it costs them the room.

This is not motivational content. It is operational intelligence. The shift is immediate. The application is the next morning.

IDEAL FOR

This Keynote Is Built For Events Where

- The audience is senior enough to have the frameworks — but honest enough to know the frameworks disappear under pressure.
- The organization is navigating sustained change, restructuring, or post-merger integration — where leaders need more than strategy, they need access.
- The event planner wants content that is intellectually rigorous, emotionally resonant, and culturally distinctive — not the same keynote the room heard last year.

"Motion Leadership is the breakthrough guide every modern leader needs — it transforms pressure into your greatest competitive advantage. A powerful, practical and inspiring read that will change the way you lead forever."

— **Christian Canacaris**, CEO, Raiffeisen Bank Albania

DELIVERY OPTIONS**Three Formats. One Framework.**

Every format is built on the same Motion Leadership system. The format is chosen based on what your event needs — a single ignition, a workshop application, or full-day immersion.

FORMAT	DURATION	WHAT IT DELIVERS
Keynote	60 – 90 minutes	High-impact single session. Framework, evidence, field application. Designed for conferences, summits, and leadership days.
Half-Day Workshop	4 hours	Keynote framework plus facilitated application. Teams leave with a state map and a 30-day deployment plan.
Full-Day Intensive	Full day	Complete Motion Leadership 1-Day program. State diagnosis, framework immersion, team contagion, and a 90-day architecture.

WORKING TOGETHER

How an Engagement Works

Three phases. Every engagement follows the same structure — because the quality of what happens in the room depends on what happens before and after it.

01 Before the Event

Every engagement begins with a direct conversation — not a sales process. We discuss your event, your audience, and your organization's current pressure points. What does the leadership team need to carry into the next quarter? What is the moment the room is actually navigating?

From that conversation, the talk is calibrated. The examples, the case material, the industry framing — all of it is adjusted to your context. A banking leadership summit receives different content from a technology company off-site, even though the framework is the same.

You receive a one-page session plan before the event: what the keynote will cover, how it is structured, and what the audience will be able to do differently afterward. No surprises on the day.

02 The Session

The keynote is structured in four acts: the diagnosis (what is actually happening when leaders lose access to themselves under pressure), the framework (the five states and how they interact), the field evidence (drawn from real organizations across the Balkans and Mediterranean — environments where this system was built and tested), and the deployment (what you do tomorrow morning).

Participation is built into the structure, not bolted on. The session is designed to create recognition — the moment where an executive realizes they have been in this situation and now have language for it. That recognition is where behavior change begins.

Custom pre-event materials — including a team state diagnostic tool — are available for events where deeper preparation is part of the design.

03 After the Event

The work does not have to end at the room door. Follow-up options include a 90-day check-in call with the leadership team, a facilitated debrief session, access to the Motion Leadership digital diagnostic, and pathways into the full 2-day executive program for teams that want to go deeper.

The book — Motion Leadership: The Mediterranean Flow Model for Leading Under Pressure — is available in bulk for distribution to attendees, with a foreword or custom message from your organization's leadership if desired.

ALSO AVAILABLE

Additional Keynote Topics

TALK	DESCRIPTION
The Mediterranean Does Not Apologize	Why the leadership traits bred by the Mediterranean and Balkan world — speed, relational intelligence, emotional fluency, improvisation — are not cultural deficits. They are the competitive capabilities the global economy now requires. A provocation for international leadership audiences.

ENDORSEMENTS

What Leaders Say

"A truly inspiring reading. The Motion Leadership model resonated deeply with my 25-year UNICEF journey across multiple countries, in both emergencies and development contexts. I could see myself moving through its phases daily, sometimes hourly. A practical operating system for modern leadership."

— **Murat Sahin**, Representative, UNICEF Albania

"Motion Leadership is an essential manual for the modern era. Dr. Altin Sholla reveals how leaders can transform intensity and volatility into their greatest competitive advantage."

— **Dr Georgios A. Dafoulas**, Professor, Middlesex University London

BOOK THIS KEYNOTE

Let's Talk About Your Event

Tell us about your event, your audience, and your goals. Altin responds to every inquiry personally — every message goes directly to him, not to a booking agency.

Contact

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When enquiring, include:

- Event date and location
- Expected audience size and seniority
- Preferred format (keynote / workshop / full-day)
- What you want the audience to take away

**Leadership is not a style you adopt.
It is a state you access.**