

## Andy Core Biography

### Andy Core, Ph.D., Performance Psychologist

Unlock Franchisee Potential | Resilience Researcher & Peak-Performance Author |  
Finding Potential in Any Market

Andy Core, Ph.D., equips franchisees with mental skills that sharpen focus, drive motivation, and build resilience. Through vivid stories and hard data, he challenges owners to master proven systems, professionally and personally, and own their results. Attendees leave with fresh

insights and a practical toolkit to excel, no matter the conditions.

Specifically, Andy works with leaders and event teams to deliver in-person and virtual programs

that focus on:

- Staying motivated in challenging times
- Improving productivity even in challenging conditions
- Reducing stress & turnover
- Improving work-life balance

#### ANDY BY THE NUMBERS

- 1,200 Presentations throughout North America, Asia and Europe
- 5 Star Peak Performance Author (Wiley Publishing, NY, NY)
- 2 Decades Researching What Creates Excellence Under High Demand
- 3 Professional Degrees (BS Biology, MS Human Performance, PhD Performance Psychology)
- 2 Teenage daughters who have taught Andy about resiliency, one eye-roll at a time

#### Book

- Change Your Day, Not Your Life – A realistic guide to sustained motivation, more productivity and the art of working well (Amazon Best Seller Lists: Motivational Management & Leadership, Work-Life Balance in Business)