

**Michael Abrashoff Keynote:**  
**No Limits – Don't Let Goals Become Limitations**

Sometimes in our professional lives we might think we are in a battle to beat an adversary or a competitor when in actuality we are really in competition with ourselves but just haven't figured it out yet. When battling the competition, you want to come out on top, if only by one more sale or maybe a few percentage points. Other times, someone at a higher level gives you a goal based on some median expectation set for others. When Mike Abrashoff took command of a well below-average ship in the U.S. Navy, his goal was to get to average. He initially set average goals and expectations for himself and his crew until one day it dawned on him: his ship could be much better than just average. It was Mike's eureka moment: realizing they weren't in competition with anyone but themselves. To be their best they had to stop putting limits on what they believed was possible. That realization changed Mike Abrashoff's approach to leadership and led the same crew to accomplish one of the most remarkable turnarounds that was chronicled in the Harvard Business Review, Fast Company magazine and Mike's New York Times' and Wall Street Journal bestselling book, *IT'S YOUR SHIP*. This presentation will challenge audiences to think differently on how to set expectations while realizing the only limits that you have are self-imposed.