

# ABSURD HOPE

## Powering High Performance & Productivity

Mo delivers a fresh framework for high performance through ABSURD Hope; a strategic approach that addresses the root causes of procrastination and disengagement. With a blend of actionable insights and mindset transformation, Mo empowers teams to elevate productivity, resilience, and sustained results.



## The **ABSURD** Framework



**Ask The Audacious:** *"Change the question, change your story."*  
Empower leaders and teams to set bold, high-impact objectives that challenge conventional limits and stimulate innovation.



**Belief Is In The Action:** *"Without belief, action limps. With belief, action leads."* Without belief, hesitation replaces action; productivity stalls, and momentum is lost.



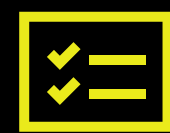
**Show Up Anyway:** *"Showing up is how doors, and luck, open."*  
Avoiding 'the call, the event, the networking', erodes momentum, shrinks confidence, and allows opportunities to slip away.



**Unshakeable Conviction:** *"I'm going to raise the money, or die trying"* Without strong conviction, priorities blur, actions drift, and outcomes suffer.



**Resilience Over Resistance:** *"Resilience turns resistance into results."* Setbacks are inevitable, excuses are optional.



**Do The Damn Thing:** *"Turn delays, distractions and doubt into decisions, discipline, and DONE"* Not when you feel like it, but when it matters.

**"Fabulous, brilliant talk"**

Sir Chris Evans - Philanthropist

**"He left our entire team inspired, motivated and hungry to get out there"**

Adam Selby - Head of Crowdfunding, JustGiving

