

# MO HAQUE

## Making **High Performance** Contagious (Maybe Even Infectious)

### Mo turns impossible odds into a business case for bold execution.

Diagnosed with aggressive, terminal cancer and told that medicine had no answers, he crowdfunded £200,000 for an experimental drug and, against every projection, walked out of hospital. A decade later he is an athlete and community builder, proof that resilience can be engineered rather than hoped for.

### Today he channels that credibility into performance results for organisations.

Mo leads two London running clubs, has delivered a TEDx talk, and authored *Choosing to Stay* and his latest book, *Absurd Hope*. Through keynotes and immersive workshops he tackles the corporate symptoms of procrastination and distraction, replacing them with disciplined focus and follow-through.

### The engine behind those outcomes is **ABSURD Hope**, a six-step framework your audience can apply immediately.

It shows leaders how to set audacious goals, sustain momentum, and convert setbacks into decisive action, reconnecting teams to the clarity, conviction, and drive that lift performance across the organisation.

## The **ABSURD** Framework



### **Ask The Audacious:** "Change the question, change your story."

Equips your people with a repeatable playbook for setting and delivering on stretch goals.



**Belief Is In The Action:** "Without belief, action limps. With belief, action leads." Re-energise stalled initiatives by teaching your leaders to rebuild confidence loops and slash decision-turnaround time.



### **Show Up Anyway:** "Showing up is how doors, and luck, open."

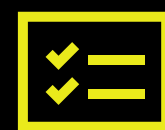
Transform passive attendees into active opportunity-seekers who spark new cross-functional collaborations.



**Unshakeable Conviction:** "I'm going to raise the money, or die trying" Instil founder-level grit in corporate teams, keeping initiatives alive from launch to finish.



**Resilience Over Resistance:** "Resilience turns resistance into results." Instil a resilience habit that transforms setbacks into performance surges.



**Do The Damn Thing:** "Turn delays, distractions and doubt into decisions, discipline, and DONE" Build a finish-line mindset that channels distractions and doubt into clear priorities, rapid choices, and visible wins.

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

**Adam Selby** - Head of Crowdfunding, JustGiving

**"Fabulous, brilliant talk"**

**Sir Chris Evans** - Philanthropist



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