

S P E A K E R K I T

ABSURD

HOPE

Making **High Performance** Contagious

(Maybe Even Infectious)

Read On Stage

Tonight's speaker has lived through what most of us only fear. At 31, he was diagnosed with stage 4 cancer and given a terminal prognosis. Medicine told him there was nothing more that could be done.

He refused to accept that as an answer. He raised **£200,000 in six weeks**, accessed experimental immunotherapy, and walked out of hospital, against every projection. More than a decade later, he is cancer-free. A TEDx alumnus, two-time author, and the architect of the **ABSURD HOPE framework**, a system for high performance under pressure used by leaders, teams, and organisations that need to perform when it matters most.

Please welcome to the stage,

Mo Haque.

Host note

Read with pacing. Place weight on the bold sections. Confirm any edits with Mo's team in advance of the event.

For Programmes & Intros

A P P R O X . 9 0 W O R D S

Mo Haque is a bestselling author, TEDx speaker, and keynote speaker whose framework for high performance is built on the most pressure-tested experience imaginable.

Diagnosed with aggressive terminal cancer and told there were no treatment options, Mo defied the odds and emerged stronger. More than a decade later, he channels that credibility into measurable performance outcomes for the leaders and teams he works with.

His Absurd Hope framework, a six-step playbook for sustained momentum under pressure, equips audiences to convert setbacks into action and reconnect with the clarity, conviction, and drive that lift organisational performance.

For Press & Long-Form Intros

APPROX. 240 WORDS

Mo Haque is a bestselling author, TEDx speaker, and keynote speaker whose work sits at the intersection of high performance, resilience, and human potential.

After being diagnosed with aggressive terminal cancer and told there were no treatment options, Mo defied the odds and emerged stronger, demonstrating that resilience, focus, and energy can be deliberately engineered. Today, he channels that credibility into delivering measurable performance outcomes for the leaders and teams he works with.

Mo leads two London running clubs, hosts transformational retreats, and authored the bestselling memoir *Choosing To Stay*. Through keynotes and immersive workshops, he addresses the modern symptoms of distraction, procrastination, and burnout in corporate life, replacing them with disciplined focus, audacious goal-setting, and decisive follow-through.

The engine behind his approach is *Absurd Hope*, a six-step framework that equips leaders and teams to sustain momentum, convert setbacks into action, and reconnect with the clarity, conviction, and drive that lift organisational performance.

His latest book, *Absurd Hope: Making High Performance Contagious and Wellbeing Infectious*, distils the principles forged in crisis into a repeatable system, revealing the ABSURD framework and the tools leaders need to act when it matters most.

The **ABSURD** Framework

A Ask The Audacious

"Change the question, change your story." Set bold, high-impact objectives that challenge conventional limits and stimulate innovation.

S Show Up Anyway

"Showing up is how doors, and luck, open." Avoiding the call, the event, the networking erodes momentum and lets opportunities slip away.

R Resilience Over Resistance

"Resilience turns resistance into results." Setbacks are inevitable. Excuses are optional.

B Belief Is In The Action

"Without belief, action limps. With belief, action leads." Without belief, hesitation replaces action, productivity stalls and momentum is lost.

U Unshakeable Conviction

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

D Do The Damn Thing

"Turn delays, distractions and doubt into decisions, discipline, and DONE." Not when you feel like it, but when it matters.

Absurd Hope

Making High Performance Contagious and Wellbeing Infectious

More than a decade later, Mo is not only alive. He has taken the principles forged in that crisis to TEDx stages, global conferences, and the leadership teams of companies navigating their own high-stakes moments, and distilled them into a repeatable system for performing under pressure.

In Absurd Hope, he reveals the ABSURD framework, the doing engine: six action principles for executing when it matters most, and shows leaders exactly how to sustain momentum when the pressure is highest.

For audiences facing pressure, change, or uncertainty, Absurd Hope is more than a book. It is a keynote, a framework, and a permission slip to act.



Bulk orders: mo@mohaque.com

Get In Touch

For questions before the event, additional assets, or anything you need to prepare, reach out to Mo's team directly.

EMAIL

mo@mohaque.com

PHONE

+44 (0) 7832 111 462

WEBSITE

mohaque.com

LINKEDIN

[/in/mo-haque](https://www.linkedin.com/company/mohaque)