

ACHIEVE THE WINS THAT MATTER

INSPIRE AUDIENCES WITH A SPEAKER WHO
GETS **RAVE REVIEWS** & **REAL RESULTS!**

LEA *B.* OLSEN



RETHINKING THE WIN

As a Division 1 athlete, sports broadcaster, entrepreneur, and mother—executive speaker Lea B. Olsen knows that finding the Wins in Life starts with knowing yourself and owning your Winning Ways.

PASSION AND PURPOSE

Going Deeper into the Win, Lea breaks it all down in an approachable, energizing, and inclusive format for breakout sessions and half-day workshops. Whether speaking via Zoom or live and in person, Lea's passion for connecting with audiences combined with years of broadcast expertise creates a fun, authentic experience that motivates audiences to achieve their goals.

Customized presentations complement client's needs, with immediate audience takeaways.

POPULAR PRESENTATIONS

Building Better Teams

Journey Toward Success

Reinvent Yourself

Finding the Leaders Among You

Learning from Losing

"Lea was the epitome of a great closing speaker. She brought incredible energy and authenticity with her fitting, influential, and timely message. We concluded feeling inspired and better equipped to become more effective leaders."

Ed Deutschlander
North Star Resource Group

STRATEGIES FOR SUCCESS

- Embrace daily wins and trust that small victories lead to bigger ones.
- Winning at all costs comes at a great and unnecessary price.
- Powerful connections build strong relationships and winning teams.
- Managing your mindset is essential (and, a great lesson from 2020).
- Leading with purpose by understanding if you're in fight or flight mode.
- Know how to stop, pivot and become a triple threat in your current role.

JOIN THE TEAM



Rethink
the Win

MEET LEA B.

Growing up in poverty in a racially-blended family created social dilemmas for Lea at a young age. She learned that when your family doesn't fit the mold, you have to get comfortable breaking the mold. It was one of her first Wins in Life.

Lea began her basketball career in the junior year of high school and, after only two years, went on to play Division I basketball at the University of Minnesota. Surrounded by coaches and teammates while doing what she loved was transformational. She developed an appreciation for the critical role process plays in achieving your goals.

Lea transformed her success on the court into a sports journalism career on ESPN's national WNBA broadcast team. She is a game analyst for the Minnesota Lynx, TV sideline reporter for the Minnesota Timberwolves, plus numerous college and high school games. Lea has interviewed countless Winning athletes—from high school to pro—about what it takes to Win.





RETHINK THE WIN

Lea's experiences playing and covering sports, and seeing the pressure youth athletes face to Win at all costs led her to found [Rethink the Win](#).

Rethink the Win is dedicated to preserving the fun in youth athletics while teaching kids how to apply lessons learned in sports to the real world.

Lea's unique perspective on Winning in sports, business, and life has given her a game plan on how to Win with purpose and passion.

As a speaker and thought leader, she thrives on helping people and businesses find their Wins while staying true to their core values and beliefs.

Rethink
the Win

LEA'S RAVE REVIEWS

"Finding Ways to Rethink the Win was a hit during our company's video conference. Lea helped us understand new ways to think about ourselves and our business. The way she connected professional athletes and championship teams to business motivated us to find WINS every day."

Adam Backstrom
Bio-Clean System & Supply

"Lea's keynote at the Young Authors Conference was engaging, informative, and inspiring. She truly connected with our audience - great energy!"

GJ Young
Authors Conference Coordinator

"Lea struck an excellent balance between sharing her unique personal stories and offering great professional advice. She was very careful to connect her anecdotes to the life lessons she took away from those experiences, and she made it engaging and fun."

Briana Koch
Ryan Companies US, Inc.

"Lea B. Olsen joined the Women's March Foundation's Connecting Community series featuring the topic "Finding Wins That Matter" and instantly resonated with our members."

Elaine Patel
Executive Director Women's March Foundation

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the Win