

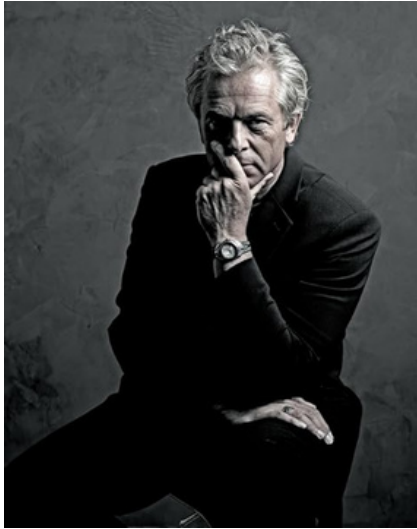


# The Human Potential Project

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## Chris Majer

*Founder and CEO of The Human Potential Project – Creator of the Majer Factor*



Chris Majer is the founder and CEO of the Human Potential Project (HP2). He is a modern-day entrepreneur, Amazon best-selling author, social innovator, business disruptor and adventurer who has trekked the wilds of Africa, Alaska, and the Amazon. He is a Rugby player with a master's degree who has taught hand-to-hand combat to Marines, performance principles to the Special Forces, and with his work on leadership, management, strategy innovation and organizational culture has led transformational cultural change projects in some of the top companies in the world.

Chris' work evolved out of his early days as a competitive rugby player. In 1981 he began by working exclusively with athletes to isolate and reproduce the elements of consistent winning performance. His success with individual athletes and teams caught the attention of the military and he and his firm spent nearly three years working with the Army to design new ways of training soldiers. This work culminated in a year long classified project with the Army's Special Forces.

In the mid 80s the firm began working with corporate clients, again generating remarkable results. Under Chris' leadership, the firm grew into a skilled team of professionals working globally. Chris was the principal architect of transformational projects for corporate clients such as AT&T, Cargill, Microsoft, Intel, EDS, Capital One, Amgen, and Allianz Life of North America. His clients have documented some \$4 Billion in value that has been generated by his work.

Chris has spent over three decades developing innovative and highly effective approaches for enabling organizations of any size to maximize their performance. This transformational body of work is called Commitment Based Management.

He is the author of 20 white papers and *The Power to Transform – Your New Future Awaits*, which was published by Made for Success Publishing.

He has been featured in *Time*, *People* and *Esquire* and has appeared on the *Today Show*, *Charlie Rose*, and the *MacNeil/Lehrer Report*. In addition, he has been featured in hundreds of local and regional TV, Radio, and Print media.

Chris is a sought-after keynote speaker who has been featured at venues around the world.

