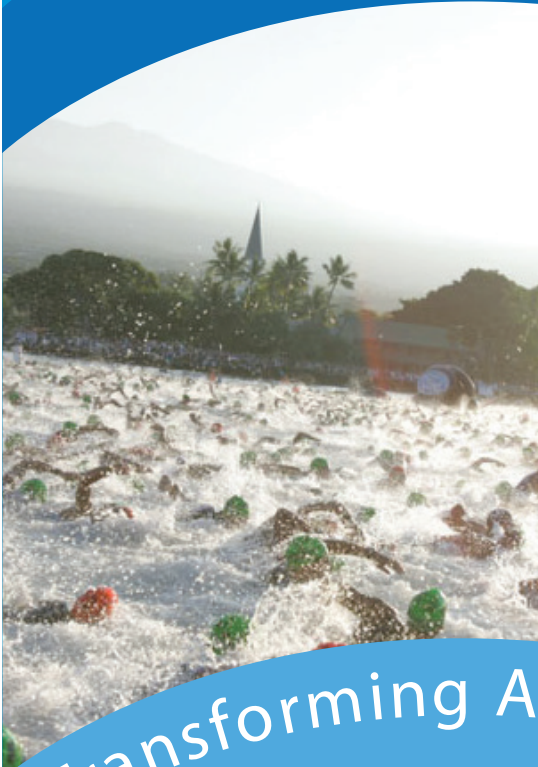


*Lisa Bentley*



11-time IRONMAN Champion



Transforming Adversity Into Mastery Like a Pro

## LISA BENTLEY 11-time IRONMAN Champion

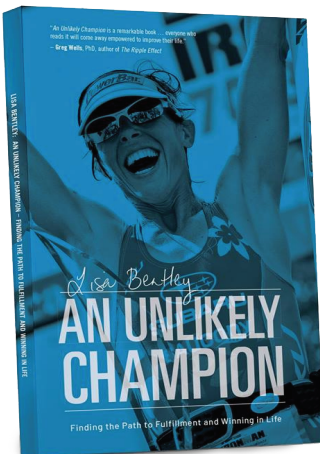


Lisa raced for 20 years as a professional triathlete. In the course of her career, she has won 11 IRONMAN races, 11 IRONMAN 70.3 races (1/2 IRONMANs), has several top 5 finishes at the IRONMAN World Championships, represented Canada on multiple National Teams and at the Pan American Games and was ranked top 5 in the world for a decade. Lisa competed at the highest level despite having Cystic Fibrosis - a genetic lung disease resulting in chronic infections and limited lung capacity. Her CF was controlled for much of her career and ironically, she said CF was a blessing, which fuelled her passion for sport and excellence. For Lisa, racing served a higher purpose: to give families hope that their children with CF could achieve similar things in life. And sport kept her lungs healthy so it was a double blessing!

Since retiring from professional sport, Lisa has been doing motivational speaking, television commentary (CTV Olympic marathon running and swim coverage, CBC Triathlon coverage, Sportsnet IRONMAN coverage), coaching and sales and marketing work with IRONMAN triathlon

Lisa has an honors degree from the University of Waterloo in Math and Computer Science and a Bachelors of Education from the University of Western Ontario. Lisa taught high school for 7 years prior to pursuing sport full time in 1999.

Lisa was inducted into the Etobicoke Sports Hall of Fame in 2012 and into the Triathlon Canada Hall of Fame in September 2014. Lisa keeps her sporting passion alive by coaching athletes to achieve their personal best.



**An Unlikely Champion** redefines winning. It will show you how to adopt a champion's mindset, carve out your unique excellence and achieve success in any endeavor.

Lisa chronicles her path from "no-talent" high school runner to champion triathlete, and her transition from hiding her cystic fibrosis to seeing it as a gift that enables her to bring hope to others and meaning to her own career greater than any found on a racecourse.

**An Unlikely Champion** demonstrates how everyone can harness their inner fire to find their true purpose, achieve their goals and become world class, no matter what the field.

## TESTIMONIALS

"Lisa, I wanted to circle back to thank you for *doing such a terrific job for us at our National Conference*. You nailed it! I can't tell you how many folks approached me over the 4 day Conference to express their enthusiasm for your key messages. Your energy and passion are contagious and you inspired everyone. Thank you so much. PS: If you would like a reference for future engagements, let me know. Unilever would be very happy to step up on your behalf "

Mike Guindon  
Director Retail, Unilever Canada

"It was a pleasure having you at our events and getting to know you. I've already compiled the seminar evaluations from DC and you received the highest marks of any speaker for overall value of your talk with a score of 4.7 on a scale of 1 to 5 ('5' being "extremely valuable"). "

Mark Walter, President  
Sun Multisport Events

"For the second year in a row, I get the pleasure of writing to express how thankful we are at TriNB to have had you attend our banquet. We've been getting so much positive feedback since the event and wanted you to know how your message impacted our membership. The fact you had to come up with a new presentation obviously was a happy coincidence as now you have two killer presentations to pick from! "

John Russell  
President Triathlon New Brunswick



"I wanted to personally thank you for speaking at our management meeting this week. Your inspirational message set the tone for the entire meeting.

Your drive, passion and positive attitude is so contagious that I know it touched each person in the room. I was amazed at how many times throughout the week I heard team member's reference ideas and phrases from your message. As our team looks to drive performance and achieve success in 2016, we can draw on your profound words as a source of motivation."

Katrina Lennox  
Advantage Solutions, UNILEVER