

Olympic Gold Medalist  
3x World Champion  
60 International Medals  
Ocean Expedition Leader  
Best-Selling Author  
Five Star ICF PCC Executive Coach  
Award-Winning Entrepreneur

Hello, I'm Adam Kreek. I've learned through my experiences that true teamwork isn't just beneficial—it's essential for success. My journey from Olympic rowing to surviving a capsized boat in the Bermuda Triangle has taught me the profound importance of synchronization and shared leadership, especially during times of change.

I'm not just an executive business coach and conference speaker; I'm someone who has been in the trenches, providing services to a diverse array of organizations, from sporting not-for-profits to major corporations like Amazon and Microsoft. This breadth of experience gives me a unique perspective on overcoming adversity. My Olympic journey didn't start smoothly—I faced a significant setback at the Athens Olympics, but it set the stage for a gold medal win in Beijing. This comeback story isn't just about sports; it's a lesson in resilience and teamwork that I bring to every keynote I deliver.

For me, leadership is shared and driven by service to the greater good. More than guiding a team through calm waters, shared leadership is about navigating the storm together—transforming challenges into triumphs. Before I became a strategic leadership and business coach, I worked in the financial and engineering fields, but my heart has always been in fostering team performance and resilience.

I am committed to giving back, having served on boards like the Canadian Olympic Committee and supporting organizations such as Right to Play and Clean Air Champions. My work with the Elk Lake Boathouse Renewal Project, where we raised \$1.3 million for the facility that houses Canada's Olympic Rowing Team, is a testament to my dedication to the sporting community.

Outside of work, I'm a family man, raising three spirited kids and enjoying outdoor adventures in the Pacific Northwest. I believe in lifelong training and education and hold several credentials in Engineering, business and coaching.

At the heart of what I do is a commitment to growth. I believe in the value of lifelong learning and supporting others to reach their potential. My work, whether it's improving team dynamics or championing tested business practices, is based on building warm connections and delivering a generous impact driven by a persistent ambition to foster personal and organizational growth. These values drive my efforts to inspire and empower those around me, aiming not just to achieve goals but to also make a meaningful difference. We can tackle today's leadership challenges together and have a real impact.

Adam Kreek

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*Kreek's relatable, sage advice is on point with the challenges we all face in life and as leaders. I took away so many lessons to grow my best self and reach gold medal moments personally and with my team(s).*

## **Customer reviews**

★★★★★ 4.8 out of 5

*Kreek does an excellent job of applying his learnings as an Olympic gold medal rower to the areas of leadership, business, performance, and athletics while giving the reader gripping stories from his experiences that help the reader to see the applications of his writings.*

*"The Responsibility Ethic" is not just a captivating narrative; it offers tangible guidance and actionable steps for readers to apply the principles of self-leadership in their own lives. Kreek challenges business leaders worldwide to embrace their ambitions and take full responsibility for their success.*