

Not everyone wants to be a rockstar. Everyone wants to **feel** like one.

Where rock and roll meets neuroscience, so your people show up as Everyday Rockstars.

Engagement is what leaders measure.

Fulfillment is what people feel.

Everyday Rockstar is who they become.

20%

Only 20% of employees worldwide are engaged, and low engagement costs the global economy about \$10 trillion in lost productivity. Most organizations invest in development and still cannot show what changed.

Source: Gallup, State of the Global Workplace 2026.

HOW IT WORKS

Measure It. Strengthen It. Keep It.

The Everyday Rockstar Performance Method™: the next level, beyond the keynote.



MEASURE The IMPACT INDEX®

A validated assessment across Clarity, Resilience, Empathy in Motion and Delivery.



STRENGTHEN The CRED™ Framework

Taught live through the keynote and workshops built around real leadership situations.



KEEP CRED Quest™ + the app

Daily practice turns the keynote into habit. A second IMPACT INDEX® shows what changed.

The Setlist

WAYS TO BRING US IN

01

HEADLINER

Hacking the Rockstar Brain: Where Rock and Roll Meets Neuroscience

The joint keynote. Mark and Heather on stage together, with live drumming, neuroscience, and audience participation.

02

SOLO

Hacking the Rockstar Attitude: How to Bring Your Best When You Don't Feel Your Best

Mark's keynote. Live drumming and stories from more than 32 years on the world's biggest stages.

03

SOLO

Survival Pilot™: The Neuroscience of Leading People When Pressure Takes Over

Heather's keynote. Who's flying? Take back the controls, so pressure makes your best people better.

04

ENCORE

The Rockstar Rewrite

Teams become bands. Each group rewrites and performs a song together, turning friendly competition into collaboration.

05

THE NEXT LEVEL

The Everyday Rockstar Performance Method™

Pre-event IMPACT INDEX® assessment, the live keynote, a 90-day CRED Quest™, and post-measurement, so you see the change in your people and not just the applause.

1B+

People in Mark's touring audience

1,500+

Keynotes delivered

HOF + CSP

Hall of Fame keynote speaker

1,142

Professionals in the validated
IMPACT INDEX®

THE PROOF

+20% Resilience

→ **+61% Performance**

In a peer-reviewed study at Eastman Chemical, a 20% increase in Resilience was linked to a 61% gain in performance, research by Dr. Paul G. Stoltz, creator of Adversity Quotient® and Everyday Rockstar's scientific partner. Pre-data, post-data, and a measured change give your leadership team something to put in front of the board.



THE ROCKSTAR

Mark Schulman, CSP

World-class celebrity drummer for P!NK, Cher, Billy Idol, Foreigner and Stevie Nicks, with more than a billion people in his touring audience. Hall of Fame keynote speaker and Certified Speaking Professional (CSP) with 1,500+ keynotes. Author of The Attitude Equation.



THE BRAIN

Heather J. Crider

Certified NeuroPerformance Coach and best-selling author. Co-creator of CRED™ and the IMPACT INDEX® with Dr. Paul G. Stoltz, and of the Everyday Rockstar Performance Method™. Broadway co-producer, featured in Forbes, USA Today, Newsweek and Brainz Magazine.

NEXT STEP

Let's Find 15 Minutes

Tell us about your people, your event, and the date. We'll reply with the fit that makes sense, no pressure and no pitch deck required.

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WATCH THE REEL



SEE IF WE'RE A FIT