

SPEAKER KIT

Tony Loyd

Founder, Culture Shift Advisors
Architect of Endurance Leadership



Former Fortune 500 Executive • TEDx Speaker • Cancer Survivor • Endurance Athlete • Best-Selling Author

AS SEEN IN

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INFORMATION
WEEK

Human Resource
Executive

Endurance Leadership for leaders and
organizations under pressure.

About Tony

Tony Loyd is a former Fortune 500 executive who knows what it means to endure. As a lifelong marathoner, he has raced across continents, pushing his limits in pursuit of something deeper than a finish line. But in 2025, everything changed. After undergoing cancer surgery that removed 25 percent of his lung capacity, Tony faced a new kind of challenge: learning how to keep going when the path forward looked nothing like the one behind him.

Now, he is training for the 2026 Age Group World Championship marathon. His goal is not just to compete, but to discover what it takes to get 100 percent out of 75 percent of his lungs. That journey, equal parts grit, humility, and science, mirrors the message he brings to leaders around the world.

Tony is the founder of Culture Shift Advisors and the architect of Endurance Leadership, a field-tested, science-backed framework for building resilient, high-integrity organizations. At its core are five Aid Stations: Calm, Clarify, Change, Connect, and Continue, each grounded in research from psychology, neuroscience, and organizational behavior. These pillars help leaders regulate stress, align with purpose, navigate change, foster trust, and sustain momentum at a sustainable, human-centered pace.

Tony is a TEDx speaker, best-selling author, and the host of Social Entrepreneur, a podcast ranked in the top 1 percent globally. Through keynotes, workshops, and executive coaching, he equips mission-driven leaders to endure, adapt, and make a lasting impact.

Tony's message is not about bouncing back. It is about moving forward, deliberately, authentically, and together. His story is proof that resilience is not an individual trait. It is embedded in the company's texture.

That is The Endurance Advantage.

Keynote Topics

PRIMARY KEYNOTE

Endurance Leadership: Staying Steady When Everything Shifts

Leaders today face relentless disruption. Markets shift. Technology accelerates. Expectations rise. This keynote introduces the Endurance Leadership Framework and gives leaders practical tools to regulate pressure, clarify purpose, and sustain performance without burning out.

Additional Topics

- **Leading Through Fatigue Without Losing Your Edge**
Why fatigue is the hidden threat to leadership performance and what leaders can do about it.
- **Building a Culture That Lasts**
How organizations can embed endurance into leadership systems so performance holds through constant change.
- **The Endurance Advantage: Calm, Clarity, and Courage Under Pressure**
How leaders who build endurance outperform those who rely on intensity.

What You Get When You Book Tony

Every engagement is designed to create lasting impact for your leaders and your event.

- ✓ 60-90 minute keynote built on the Endurance Leadership Framework
- ✓ Full-day on-site access for panels, Q&A, and leadership conversations
- ✓ Pre-event strategy call to align the keynote with your event goals
- ✓ Endurance Leadership micro-practices handout for every attendee
- ✓ Post-event debrief and next-step recommendations
- ✓ Replay license for internal use
- ✓ 4/5 satisfaction guarantee

Ideal Audiences

- Annual leadership conferences and summits
- Executive retreats and offsites
- All-hands and town hall meetings
- HR and L&D professional development events
- Association and industry conferences
- Corporate wellness and culture-focused events

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What Leaders Are Saying

“

Tony is a tremendously gifted and capable professional. He transformed the global training and development world in Diversey from a hodgepodge of unaligned and disoriented programs into a coherent and business driving force that truly provided Diversey with a competitive advantage it didn't have prior to Tony's arrival.

Jim Larson *SVP, Diversey*

“

Tony is a highly knowledgeable and successful business professional. His depth of knowledge in the area of learning and human performance are bar none. I often look to Tony as an area of reference and knowledge. Working with him is a pleasure.

Cheryl Dewar *Principal, EY*

“

Tony does a great job of using appropriate humor to establish a sense of calm and make interactions more enjoyable when needed. His multicultural understanding and breadth of experience have been very valuable for the work we have done together.

Sarah Alt *Founder, Ethical AI Consortium*

Logistics & Booking

Format Options

- 60-90 minute keynote (in person or virtual)
- Full-day on-site access for panels, Q&A, and conversations
- Half-day workshop add-on available
- Virtual keynote: 45-90 minutes

Investment

Keynote

\$7,500 - \$15,000

Virtual Engagements

\$3,000 - \$10,000

Custom packages available.

Ready to Bring Endurance Leadership to Your Event?

Schedule a conversation to align on your event goals.

cultureshift.com/schedule-a-call

Connect With Tony

Email	tloyd@cultureshift.com
Website	cultureshift.com
Booking	cultureshift.com/schedule-a-call
Podcast	Social Entrepreneur (Top 1% Globally)

