

Victoria Hayward presents an evening with Steven Kotler.

Mr. Kotler has written three *New York Times* best-sellers. His most recent, *The Rise of Superman*, has set a record as the only book to hit the *New York Times* best-seller lists of Business, Sports, and Science simultaneously.

Think FLOW...

...A ten-year study done by McKinsey found top executives reported being up to **FIVE TIMES MORE PRODUCTIVE WHEN IN FLOW...**

... **CEOs OF MAJOR FORTUNE 500 COMPANIES, Pentagon's top brass, ALL GOT INVOLVED...**

"Welcome to the future of human potential! The Rise of Superman is a page-turning, game-changing account of the secrets of ultimate human performance — a must-read for anyone interested in seriously raising the level of their game."

– Ray Kurzweil: If you don't know who Ray Kurzweil is, please Google his name (or ask Bill Gates).

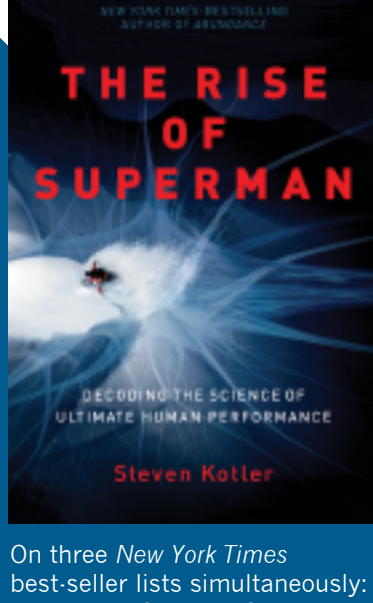
Morgan Stanley

JOIN US OCTOBER 29TH, 2014

Become up to Five Times More Productive

What does a select group of Fortune 500 CEOs, adventurers, academics, scientists, military Special Forces, advanced athletes, and the Pentagon's top brass all have in common? They have achieved "the flow state," unlocking the full potential of the human mind.

Superman speaks to a wide and diverse audience, for the application of "flow" is virtually endless.



On three *New York Times* best-seller lists simultaneously: Business / Sports / Science

WEDNESDAY, OCTOBER 29TH, 2014

6:30 – 7:00PM Registration and Appetizers
7:00 – 8:00PM Presentation
8:00 – 8:30PM Q&A and Final Comments

Scioto Country Club
2196 Riverside Drive
Columbus, Ohio 43221

PLEASE RSVP Seating is Limited

Admission by Reservation Only

Hosted by Victoria Hayward
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WHAT IS FLOW?

It's a mental state in which a person performing an activity is fully immersed in an energized focus, full involvement, and enjoyment in the process of the activity. In essence, flow is characterized by complete absorption in what one does.

The Rise of Superman unlocks the code of ultimate human performance. Drawing on over 15 years of research, including first-hand reporting with dozens of top action and adventure athletes (Laird Hamilton, Travis Rice, Ian Walsh, Danny Way, Dean Potter, among many others), *Superman* explores the frontier science of "flow," an optimal state of consciousness in which we perform and feel our best. By using "impossible" athletic feats as case studies, *Superman* deciphers what these athletes are doing to harness flow so successfully and shows us how to apply this knowledge across all domains in society.

Mr. Kotler speaks at many Fortune 100 companies and frequently receives standing ovations.



STEVEN KOTLER
3 Time *New York Times* Best-Selling Author

Mr. Kotler's work has been translated into thirty languages and his articles have appeared in more than seventy publications, including *New York Times Magazine*, *Atlantic Monthly*, *Wired*, and *Forbes*. He was nominated for a Pulitzer Prize in 2009. You can find him online at www.stevenkotler.com or writing "Far Frontiers," a blog for *Forbes.com*: www.forbes.com/sites/stevenkotler.

His work with the Flow Genome Project aims to unlock the maximum human potential through the state of Flow. Entrepreneurs, sports enthusiasts, and everyone in between will be fascinated with Steven Kotler's work.



VICTORIA HAYWARD, CFP®, CIMA®, CRPS®, CRPC®
Senior Vice President, Financial Advisor
Morgan Stanley Wealth Management

Victoria has provided personalized wealth management strategies for her clients since starting her career in 1995. Her primary focuses include investment management and retirement income planning. Victoria and her team predominantly advise corporate executives, business owners, physicians, and their families, and also advise large corporate retirement plans.

Victoria presents Mr. Kotler to Columbus, as her goals of prudently maximizing her clients' financial wealth is ultimately in service of improving their quality of life.

It's Science: Ultimate Human Performance Means Being In The FLOW

FLOW—a neurochemically rich state in which cognitive and physiological processes mesh. Over the past three decades, a diverse collection of men and women have pushed human performance farther and faster than at any other point in the 150,000 year history of our species.

Flow is more than an optimal state of consciousness— one where we feel our best and perform our best — Flow also appears to be the only practical answer to the question: What is the meaning of life? Flow is what makes life worth living. Join us October 29th, 2014 at 6:30PM to learn how you can achieve FLOW.

"If your employees' productivity levels are flagging, it may be time to pump up their neurochemicals."

– *Inc. magazine*

"An electrifying book about a potent state of mind. If you aren't inspired to brainhack your way up to the next level, start again at page one."

– David Eagleman, Neuroscientist, *New York Times* best-selling author.

Hosted by Victoria Hayward, Financial Advisor

Morgan Stanley

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