

Session Description:

Have you ever wondered why some service providers struggle to survive while others, often in the same country or neighborhood, thrive beyond measure? 20 years of science-backed research reveal six habits that all high performers have in common. This will be the first time, these high performance habits will be formally introduced the language industry.

During this session, participants will learn:

- Five principles they can use to better master their mind, body, and ability to be more productive and influential every day of their lives
- How the world's most accomplished and influential LSP owners think
- Why participants have been so exhausted meeting their responsibilities (and what to do about it immediately)
- The #1 secret they must follow to have more influence with clients, vendors and staff members
- How to get rid of distraction, and gain momentum in the business



Speaker Bio:

Andrew Lawless is a Certified High Performance Coach™ who specializes in helping business leaders in translation and localization implement critical decisions and strategic pivots. He has offices in Galway, Ireland and outside of Washington, DC, USA. He is certified in Kolbe Wisdom™, Strategic Intervention Coaching, and High-Performance Coaching.

Andrew brings a unique set of track records in executive and operations management, sales management, personal development, and behavioral sciences. His accomplishments include managing a corporate turn-around of Berlitz (now Lionbridge) in Central & Eastern Europe to transforming the World Bank's global approach to translation and localization.

Andrew is a Finalist for the prestigious Kolbe Professional award, putting him into the top tier coaches worldwide. He discussed his work with the Obama US White House and testified before the US Senate on the importance of professional development in the language industry. He served as a trainer and consultant to the FBI's Behavioral Science Unit. He is a former adjunct professor at the University of Maryland where he taught a master's program on localization management.

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Andrew can be contacted via [email](#) or just visit his [website](#) to [schedule a Perform-at-Peak-Strategy Session](#).