

THE RESILIENCE RULES

WHAT 200 MILES TAUGHT ME ABOUT LEADERSHIP AND LIFE

Mike Cameron

Leadership Coach | Ultrarunner | Speaker on Connection, Resilience & Purpose

Short Description (Tagline)

Resilience isn't something you're born with — it's something you build.

Through the lens of ultrarunning and leadership, Mike Cameron reveals how the habits that get us through 200 miles of mountain trails are the same ones that get us through life, loss, and leadership challenges.

Program Overview

In business and in life, we all hit walls — moments when comfort runs out and character kicks in.

Mike Cameron's *The Resilience Rules* keynote is a raw, funny, and deeply human journey through those moments.

Drawing from his five-year pursuit of the **Sinister 7 ultramarathon** and completion of the **Tahoe 200**, Mike explores the mental and emotional strategies that turn breakdowns into breakthroughs. With lessons forged in both the boardroom and the backcountry, he helps audiences redefine resilience — not as toughness, but as *trained adaptability*.

Blending storytelling, psychology, and performance science, Mike offers practical tools for building emotional endurance, setting boundaries, and finding momentum through adversity.



Audience Takeaways

Attendees will learn to:

1. **Control the controllables** — focus energy where it matters most.
 2. **Fix the small things early** — prevent burnout and crisis by addressing minor issues before they grow.
 3. **Reframe the story** — shift from frustration to focus through cognitive reframing.
 4. **Build your crew** — leverage connection and community for sustainable success.
 5. **Play the long game** — embrace patience, persistence, and micro-wins as the foundation of lasting achievement.
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Ideal Audiences

Sales & performance teams • Leadership conferences • Entrepreneurs • HR & People Leaders • Professional associations

Formats Available

- **Keynote (45–60 minutes):** Story-driven, motivational, and highly relatable.
 - **Workshop (75–90 minutes):** Adds reflective exercises and “Resilience Rule” habit mapping for practical application.
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Core Message / Quote

“You don’t have to run 200 miles to build resilience.
You just have to take the next step.”

About Mike Cameron

Mike Cameron is a Canadian speaker, leadership coach, and ultrarunner who teaches leaders how to find connection, purpose, and calm under pressure.



Over two decades as a business leader and endurance athlete, Mike learned that success isn't about avoiding struggle but training for it. His story includes a compelling tale of completing the **Tahoe 200**, a 215-mile mountain ultramarathon, and transforming personal tragedy into a mission for meaningful leadership and emotional fitness.

Mike has delivered keynotes for audiences across North America, inspiring thousands to lead with purpose, presence, and persistence.

