



Jim Moss – Biography and Keynote Description

October 19, 2019 – Elk Ridge Resort

Jim Moss

*Chief Happiness Officer, CEO, Co-Founder
Plasticity Labs*



Jim Moss is on a mission to give one billion people the tools to live a happier, higher-performing life. He is the CEO and Chief Happiness Officer of Plasticity Labs.

He is a former gold-medal winning, professional athlete, and Canadian Lacrosse Hall of Fame inductee. His high-level understanding of sports psychology and education in positive psychology became Jim's catalyst for the company.

Jim shares his personal story and motivation that brought him into the research that the business is built upon today.

Today, he educates and trains business leaders and managers to reach their personal, and professional potential by building great cultures and investing in everyone's well-being.

Plasticity Labs works with mission-driven organizations across Canada in education, health care, government, finance, and non-profits.

Jim was the top-rated speaker for Deloitte Canada's 360 conference series in 2017. He has been profiled in media around the globe including The Wall Street Journal, Harvard Business Review, Huffpost, Canadian Business Magazine, CBC, and TechCrunch.

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Created by the Joseph P. Kennedy Jr. Foundation for the benefit of persons with intellectual disabilities





Keynote Title & Description:

Applying the Neuroscience of Happiness to Coaching & Sport

Jim Moss is a former member of Team Canada and professional athlete in Field Lacrosse, Box Lacrosse, and Ice Hockey before becoming the Chief Happiness Officer at Plasticity Labs.

In this interactive presentation, Jim will discuss how fundamental neuroscience and brain plasticity impact performance and setup athletes for success well beyond their involvement in sports.

More specifically Jim will explore the impact of training and ingraining the HERO traits, (Hope Efficacy, Resilience, Optimism, Gratitude, Empathy, and Mindfulness) into our sporting organizations, teams, and athletes. Through his research and first-hand experience Jim will demonstrate why and how the HERO traits setup success, both on and off the field of play.

Jim has delivered thousands of keynotes and workshops across his last 20 years and co-founded Plasticity Labs based on his personal experience overcoming a post-viral autoimmune disease which ended his professional playing days. Expect to take away a wealth of new information on why we behave the way we do, and a few tips and tricks to immediately start thinking and acting in healthier and more positive ways.