

SIGNATURE TALK · FUEL THE DRIVER

The 2% Leader

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Your team can only go as far as the person driving it. Most leaders in care-based work are brilliant at looking after everyone else and last on their own list. That cost doesn't stay private. Research shows a leader's mood spreads through a team, and a rough night of sleep for the boss shows up in the team's engagement the next day. The 2% Leader gives leaders a 30-minute daily rhythm, about 2% of the day, and a handful of simple team rituals that turn one person's habit into how the whole team works.

FORMAT

Keynote or interactive workshop

BEST FOR

Leaders of teams that look after other people: clinic and practice owners, healthcare teams, gym owners, managers and founders.

PREMIERED

LUX Talks 2026, Harbour Centre, Vancouver, October 2026 (theme: DRIVE. Built to lead. Built to drive.)

TAKEAWAYS

What your audience leaves with

01 Why the leader's tank sets the ceiling for the team, backed by research on emotional contagion (Barsade, 2002) and leader sleep (Barnes et al., 2015)

02 The 2% Solution: 30 minutes a day, split into 15 minutes to move, 5 to be still and 10 to grow

03 Four team rituals: the moving huddle, walking one-on-ones, the 10-minute share, and the leader goes first

04 The restart rule: miss a day, make the next one smaller

05 A 90-day number and one daily action, written down before they leave the room

HOW IT RUNS

Interactive from the first minute. A hands-up opener, a tank score (your number against what your team would say), a live guess on the sleep research, a one-minute breathing reset, and three minutes to choose and plan one team ritual.

INCLUDED

The 2% Leader Team Kit

A one-page quick reference plus a 30-day team worksheet.

daimanuel.com/team-kit

EVIDENCE

The sleep research behind the talk

Emotional contagion (Barsade, 2002) and leader sleep (Barnes et al., 2015).

daimanuel.com/sleep-and-leadership

BOOK IT

Dates, fit and format come first. Fees are based on the brief, format and scope; current starting rates are in the media kit.

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