

Cliff Atkinson  
cliff@cliffatkinson.com

Cliff Atkinson is a leading expert on how to get In the Zone - and stay there longer. He's worked with some of the biggest tech and consumer companies in the world including GE, Deloitte, Intel, Facebook, and Chevron; and he helped influence juries to award \$5 billion in verdicts that held companies accountable for their actions. Cliff is the author of 5 bestselling books on creative storytelling, now translated into a dozen languages. He speaks all over the world at business schools, tech conferences, and legal associations and has worked on over 120 legal cases, including a war crimes court of the United Nations. He synthesizes the discipline from his service as an Air Force Officer, the business savvy from his MBA, and the ability to creatively distill information from his journalism education. As creator of the In the Zone podcast and School of the Unconscious, Cliff is on a mission to bring more people In the Zone with a sense of curiosity, play and joyful enthusiasm.