

# Start Living the Life You've Always Wanted

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Most people don't live the life they want. They live the life that got defined and limited by others.

Boxed in by labels – not good at math, bad with money, terrible at relationships, never the athletic one. Labels slapped on by teachers, parents, bosses, even well-meaning friends. Over time, those labels harden into a story. And that story becomes your life. But what if the story is wrong? What if the life you want is still out there – and those limiting gates were never actually locked?

In this powerful and uplifting keynote, Gordon flips the script on what's possible. With humor, insight, and deeply human storytelling, he reveals how to shed false labels, rewire old beliefs, and rebuild the life you thought was out of reach. Because the science is clear: You can change. Your brain is plastic, not permanent. Your circumstances are dynamic, not destiny. And most of what's holding you back isn't real – it's just a recycled lie that never got fact-checked.

Through riveting stories and audience laughter, Gordon inspires people to stop settling and start creating. You don't need a new job, a new partner, or a sabbatical in Bali. You need a new lens. A new way to see who you are – and what you're capable of. The goal isn't to burn your life down. It's to blow the dust off your dreams and start living with clarity, purpose, and fire. No more beige lives. No more mental "middle seats." It's time to live the life you've always wanted.

## **Learning Outcomes**

Audiences will learn how to:

- Identify and dismantle false labels – the invisible scripts that can steal decades of joy and potential
- Harness the science of neuroplasticity to rapidly rewrite their self-story – and unlock abilities they thought were lost or never theirs
- Design a second act driven by purpose, fire, and long-forgotten dreams
- Stop waiting for permission – and finally reclaim authorship of their own life