

ESTD



1999

THE MIDDLE

HOW TO KEEP

GOING IN PURSUIT

OF YOUR GOALS

— THE MIDDLE KEYNOTE

THE MIDDLE KEYNOTE WILL

EQUIP

INDIVIDUALS WITH THE TOOLS TO



THE
MIDDLE

KEEP GOING

when navigating tough terrain.

REFUEL FROM YOUR STORY

sustaining grit and resilience.

PROTECT YOUR PERSPECTIVE

remaining responsive under pressure.

PLAN SMALL

working intentionally towards goals.

EMBRACE THE DETOUR

leveraging agility when it is needed.

FIND YOUR TRIBE

working collaboratively with others.

LEARN FROM FAILURE

stepping out the comfort zone.

SHARE YOUR STRUGGLES

being real and honest with others.

THE MIDDLE KEYNOTE WILL BE PRESENTED BY

TRAVIS GALE

Travis was born and raised in Durban. During 1999, the year after he finished school, he rode a bicycle 17000km across four continents, raising R1.7 million for children living with and affected by HIV / AIDS. On that tour he wrote a vision for an organisation called Appletree, a brand which would enable human potential. In 2004, after studying HR at UKZN, he lived and worked as an underwater videographer and dive professional on Koh Phi Phi Island in Thailand. After experiencing the devastating Tsunami, he returned home with a renewed fervor to activate his vision. For the past 18 years he has been developing the Appletree brand, partnering with many organisations to shape and sustain a healthy culture. In 2020 he published The Middle, a book which was written to encourage individuals and teams to navigate tough terrain and achieve ambitious goals. Through The Middle brand, he expresses his current passion; learning about and sharing on the topic of grit and resilience, drawing from 18 years of entrepreneurship, 4 decades of living in KZN, 14 years of marriage, 9 years of parenting two daughters, and his current goal of running ten 100 mile trail races of which he has completed five.



A person is standing on a stage in front of a large audience. The stage is lit with blue and purple lights. Behind the speaker is a large screen displaying a graphic with the text 'THE MIDDLE' and a stylized mountain range. To the left and right of the main screen are two smaller screens, each also displaying the 'THE MIDDLE' branding. The audience is seated in rows of chairs, facing the stage. The overall atmosphere is professional and engaging.

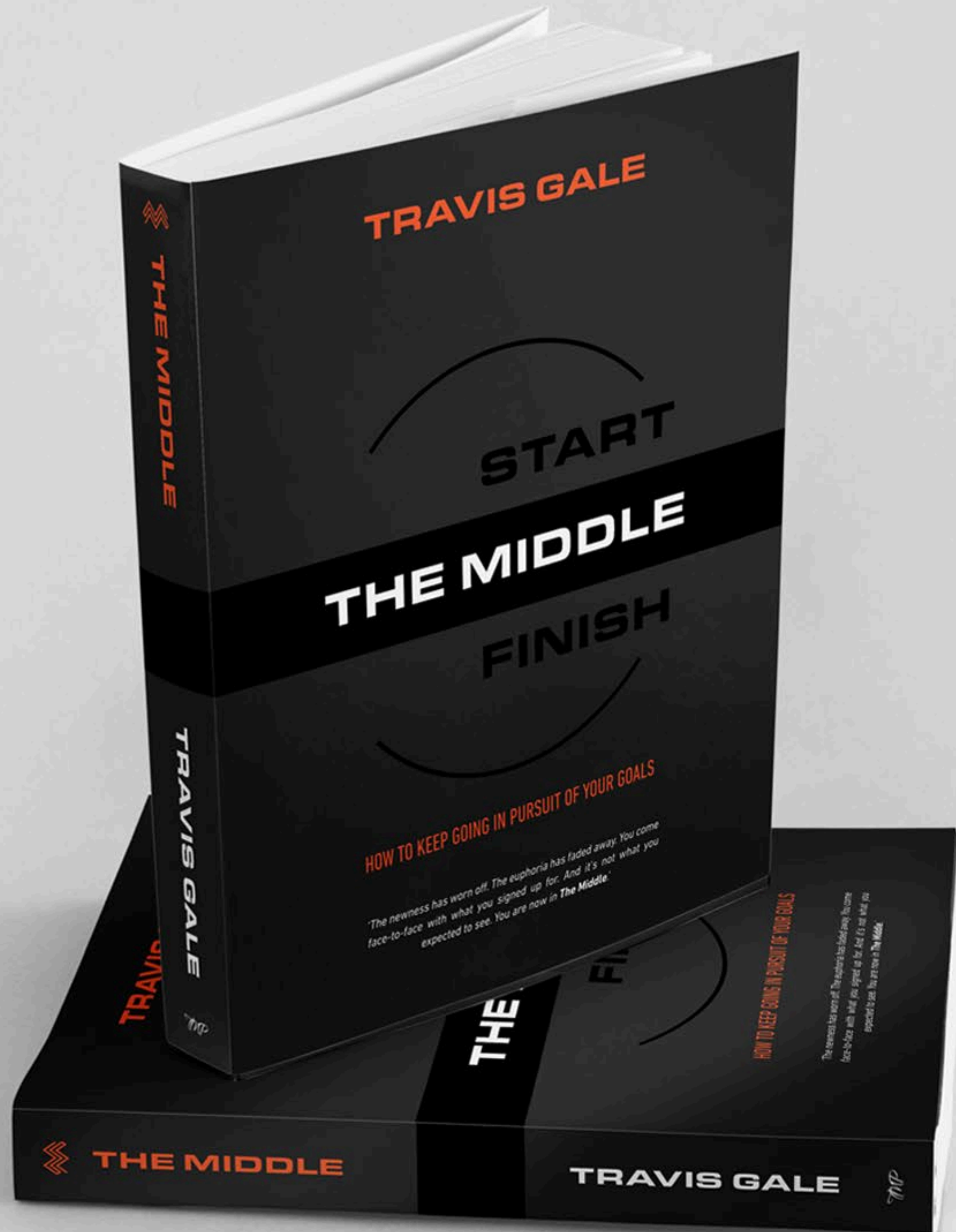
MIDDLE KEYNOTE OPTIONS

The Middle offers interactive keynotes which includes takeaways, performances and stories from those navigating The Middle in inspiring ways as well as ways in which to involve the audience in the experience.

A group of four men, members of the Survivors dance crew, are captured in a dynamic dance pose. They are wearing white long-sleeved shirts with black diagonal panels and black trousers. They are in a modern, industrial-style space with a large screen in the background displaying the crew's logo and name. The lighting is dramatic, with blue and orange tones.

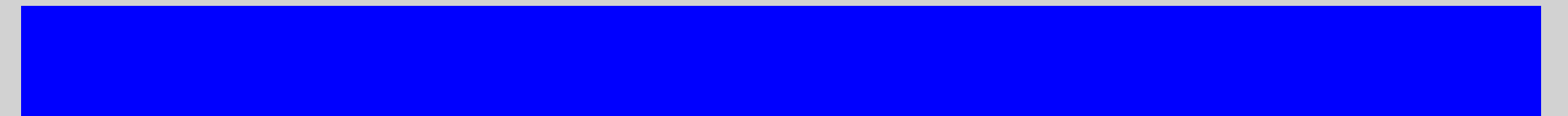
THE SURVIVORS

Learn how the Survivors dance crew navigated tough terrain to achieve their goals, becoming internationally recognised in the process. Watch them perform or take it further and include a dance off as part of an interactive fun filled experience.



THE MIDDLE BOOK

The Middle book is on offer as a takeaway or as give aways during the presentation. The book includes expanded stories and insights linked to those covered during the keynote.





Feedback from senior management was unanimously positive as Travis aptly tailored the session to speak to the prevailing circumstances of not only our group, but the country as a whole. He encouraged us to utilise the tools we have to write our next chapter. He used the inspiring story of the Survivors dance crew to illustrate what it takes to navigate tough terrain and succeed. A very uplifting afternoon. As a team, we left inspired, and our passion reignited.



Thank you for presenting at POWER Fashion's Annual Operations Conference & Team Build on the 7th Sept 23. Your approach, input & advice was invaluable to management, Support Centre and the larger Operations team. The points you raised resonate well & you delivered it in an impactful & authentic way. The team are motivated to go out and deliver POWER's best High Summer to date!



Travis shared just 3 of the key insights from “The Middle” in his talk with us, but left us with a lifetime of wisdom for overcoming self-doubts, challenges and feeling disconnected with our purpose. We had 70 people join the online keynote which is a new record for our guest speaker online series. I think people were naturally drawn to the topic of understanding more about how to unlock their grit and endurance. The feedback from our teams has been amazing. Coming to grips with the shift to remote work has posed unique challenges for our teams, and the timing of Travis’ talk couldn’t have been better. In a simple keynote, Travis has managed to instil the belief in our teams that they are quite capable of navigating their tough terrain and now we can’t wait to learn more by reading his book.

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