

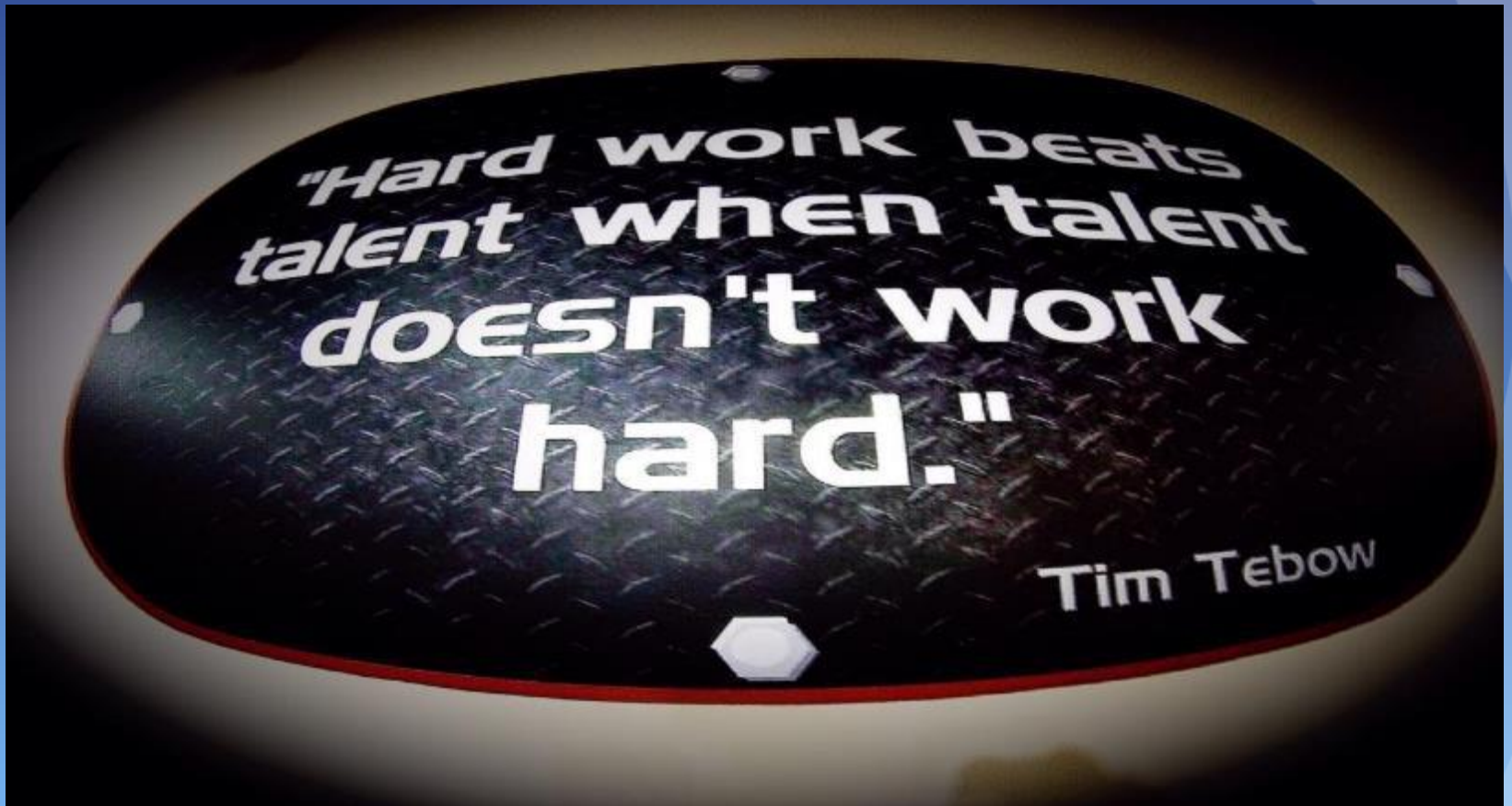
SUCCESS THROUGH LEADERSHIP

**DEDICATE
YOURSELF
TO A
MIGHTY
PURPOSE**



HOW FAR WOULD YOU GO TO MAKE A DIFFERENCE?

- <https://youtu.be/xECK-UIZkEE>



MATT CUBBLER: A QUICK BIO

- 45 YEARS OLD, MARRIED 19 YEARS TO MY BEAUTIFUL WIFE, LAUREN. TWO GREAT KIDS – 18 AND 13 YEARS OLD.
- GREW UP IN POTTSTOWN, PA.
- RAISED BY A SINGLE MOTHER – LIVED IN LOW INCOME HOUSING FOR A MAJORITY OF MY YOUTH.
- OLDER BROTHER, ANDY, WAS LEARNING DISABLED AND STUTTERED.
- GRADUATED TOP 10 IN MY CLASS FROM POTTSTOWN HS IN 1989

MATT CUBBLER: A QUICK BIO

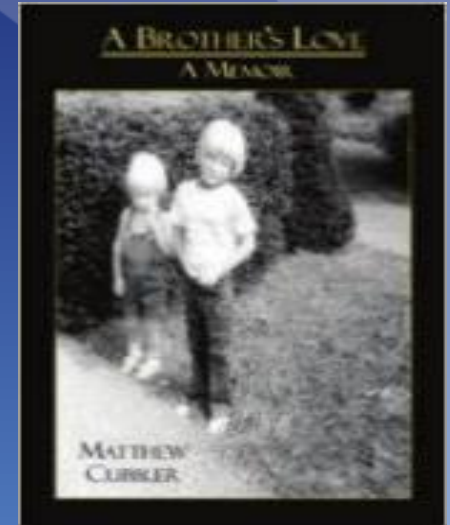
- RECEIVED AN APPOINTMENT TO THE UNITED STATES COAST GUARD ACADEMY.
- ENLISTED IN THE ARMY SHORTLY AFTER MY 18TH BIRTHDAY.
- SPENT 4 YEARS IN THE US ARMY AS AN INTELLIGENCE ANALYST – STATIONED IN AUGSBURG, GERMANY FOR 3 YEARS.
- PERSIAN GULF WAR VETERAN.

MATT CUBBLER: A QUICK BIO

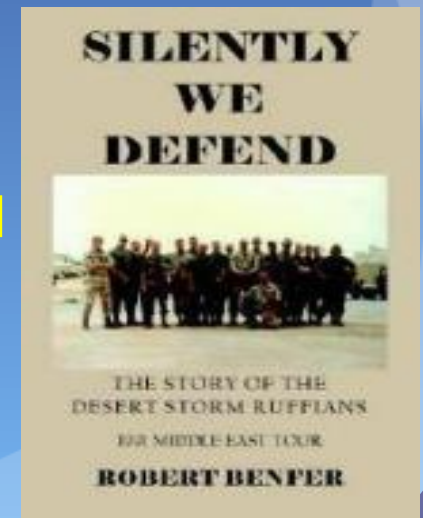
- BECAME A POLICE OFFICER IN 1993.
- S.W.A.T. TEAM MEMBER AND INSTRUCTOR FOR 10 YEARS.
- AFTER "9/11" , I WAS HIRED AS A SPECIAL AGENT WITH THE UNITED STATES FEDERAL AIR MARSHAL SERVICE. FLEW 4,238 MISSIONS IN A LITTLE OVER 4 YEARS.
- CURRENTLY A POLICE OFFICER IN COLLEGEVILLE, PA.
- BODY LANGUAGE AND HUMAN BEHAVIOR EXPERT
- KRAV MAGA INSTRUCTOR

MATT CUBBLER: A QUICK BIO

- **AUTHOR OF "A BROTHER'S LOVE: A MEMOIR"**



- **FEATURED IN THE BOOK: "SILENTLY WE DEFEND" - DETAILING MY UNIT'S ACITIVITIES DURING THE PERSIAN GULF WAR.**



MY CURRENT ROLE AND PASSION

- CO-FOUNDER AND CO-OWNER



MY CURRENT ROLE AND PASSION

- MAXOUT STRENGTH SYSTEMS IS OUR EQUIPMENT MANUFACTURING COMPANY FOR OUR PROPRIETARY TECHNOLOGY – THE MAXOUT TOWER.
- IT IS A MECHANICAL, COUNTER-WEIGHT DEVICE THAT ATTACHES TO EXISTING WEIGHT TRAINING EQUIPMENT.
- THE MAXOUT TOWER PROVIDES LIFT ASSISTANCE WHILE ALLOWING A USER TO LOWER A HEAVIER WEIGHT.
- SOLD TO HIGH SCHOOLS, COLLEGES, PRO TEAMS AND MILITARY/GOVERNMENT UNITS.



MY CURRENT ROLE AND PASSION

- **MAXOUT DOMESTIC FRANCHISING OWNS AND SELLS THE MAXOUT STRENGTH STUDIO FITNESS FRANCHISE OFFERING.**
- **MAXOUT STRENGTH STUDIO FRANCHISE LOCATIONS ARE DESIGNED SPECIFICALLY FOR STUDENT ATHLETES 11-22 YEARS OF AGE.**
- **BUSINESS MODEL FOCUSES ON OUR PROPRIETARY STRENGTH TRAINING, ATHLETIC BASED TRAINING AND LEADERSHIP DEVELOPMENT.**
- **AT CORPORATE LOCATION, WE ARE ALSO DEVELOPING A SECONDARY BUSINESS MODEL – NEUROLOGICAL REHABILITATION.**



MaxOut Partner, Mike Barwis: TEDx Talk at University of Michigan

- <https://youtu.be/7kBcgY3F444>



WHO ARE YOU?

- WHAT DO YOU DO WELL?
- WHAT ARE YOUR WEAKNESSES?
- WHY IS THIS IMPORTANT?
- HOW DO I FIND PERSONAL SUCCESS?
- HOW DO I HELP OTHERS FIND SUCCESS?



THREE SIMPLE STEPS TO LIVING A SUCCESSFUL LIFE

- KNOW YOURSELF – THE GOOD, THE BAD AND EVERYTHING IN BETWEEN!
- PASSION – YOU MUST WANT IT MORE THAN YOU WANT TO BREATHE.
- LEADERSHIP – AT SOME POINT IN YOUR LIFE, YOU WILL NEED TO EFFECTIVELY LEAD.

KNOW YOURSELF!

- IDENTIFY YOUR INHERENT STRENGTHS AND WEAKNESSES – SELF-AWARENESS AND SELF-ACCEPTANCE.
- WHEN DECIDING WHETHER OR NOT TO PURSUE ANY OPPORTUNITY – YOU SHOULD ALWAYS LOOK FOR “PATHWAYS TOWARDS SUCCESS”.
- HOW MUCH TIME ARE YOU WILLING TO WASTE TO BECOME - “MARGINALLY LESS SUCKY?”

FIND YOUR PASSION!

- ONCE YOU IDENTIFY YOUR STRENGTHS – MATCH THEM WITH YOUR PASSIONS.
- WHEN DECIDING WHETHER OR NOT TO PURSUE ANY OPPORTUNITY – PASSION WILL ALWAYS BE YOUR “GO TO” FUEL WHEN TIMES GET ROUGH. AND TRUST ME - THEY WILL GET ROUGH!!
- PURSUING YOUR PASSION WILL ALLOW YOU TO THINK CLEARER, ACT MORE DECISIVELY AND MAKE BETTER DECISIONS BECAUSE YOUR GOAL AND PATHWAY TOWARDS SUCCESS IS CRYSTAL CLEAR.

BE A LEADER!

- LEADERSHIP: GIVING SELFLESSLY OF YOUR TIME AND EFFORT TO HELP ANOTHER PERSON FIND SUCCESS.
- A GREAT LEADER IS ABLE TO INSPIRE GREATNESS IN OTHERS.
- A GREAT LEADER KNOWS WHO HE WANTS TO LEAD AND WHERE THE AREAS OF NEED OR WEAKNESS EXIST.
- A GREAT LEADER WILL FIND WAYS TO HELP OTHERS FIND INDIVIDUAL SUCCESS IN SUPPORT OF THE COLLECTIVE GROUP'S SUCCESS.
- A GREAT LEADER WITH PASSION AND A KEEN LEVEL OF SELF-AWARENESS WILL ALWAYS BE A SUCCESS!

CONCLUSION

- **QUESTIONS?**



STAY IN TOUCH!

- YOU CAN CONNECT DIRECTLY TO ME VIA TWITTER OR INSTAGRAM AT @MAXOUTVP OR VIA EMAIL – MATT@MAXOUTCORP.COM.
- VISIT OUR WEBSITE:
WWW.MAXOUTCORP.COM
- THANK YOU!