

Keynote Presentation by Jeff Seckendorf

Age Is Not a Number, It's an Upgrade

Performance doesn't end, the rules just change.
A practical approach to longevity, performance, and durability for high performers.

Bio

Jeff Seckendorf is a professional cycling and fitness coach, personal trainer, and a six-time world record holder on the bike (five records in the 70+ age group). With a background spanning award-winning filmmaking, aviation, scuba instruction, and entrepreneurship, Jeff brings a rare blend of performance psychology and real-world coaching. His work focuses on longevity, durability, and the systems that help high performers stay sharp, resilient, and capable for decades.



Keynote Description



**Athletes
Over 70**
The Strength and
Movement Alliance

PODCAST:
Age Is Not
a Number.
It's an
Upgrade.

Age Is Not a Number, It's an Upgrade is a keynote on longevity as a performance strategy. Most people treat aging like an unavoidable decline. Jeff reframes it as a skill, one that can be trained. Drawing from world-record athletic performance after 70 and decades of coaching and instruction in high-risk, high-skill environments, Jeff shows how to build durability through simple systems: training that fits real life, recovery that actually works, and risk decisions that protect momentum.

This is not a medical talk. It's a practical playbook for leaders, teams, and high performers who want to stay capable and competitive for the long run.

Audience Outcomes

- A clear definition of longevity that goes beyond health and into performance
- A simple framework for durability: train, recover, adapt, repeat
- A way to make risk and effort decisions that protect long term momentums
- A practical method to turn consistency into a competitive advantage
- Language and tools to build habits that survive stress, travel, and busy seasons

Best-fit audiences

- Corporate leadership offsites
- Sales and high-performance teams
- HR and wellness programs that want behavior change, not inspiration only
- Organizations with aging workforces or high burnout risk

Formats

- 45 to 60 minute keynote
- Optional 10 to 20 minute Q and A
- Optional add-on: 2-hour “Path to Mastery” workshop
- Optional add-on: 30-day longevity challenge for teams (lightweight)

Emcee Intro

Please welcome Jeff Seckendorf. Jeff is a professional cycling and fitness coach and a six-time world record holder on the bike, including five records in the 70+ age group. He’s also an award-winning filmmaker and has taught in high-skill/high risk environments as a aerobatic flight instructor and scuba instructor trainer. Today Jeff will share a practical approach to longevity as a performance advantage: how to build durability and keep getting better with age.

Contact Info

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Cool Odds and Ends

Complete podcast: Age is Not a Number, it’s an Upgrade:
<https://podcasts.apple.com/us/podcast/athletes-over-70-27-age-is-not-a-number-its-an-upgrade/id1812136189?i=1000771691058>

9:00 documentary on hour record attempt:

