

## **Bigger | Better | Faster | Further**

*Introduction, Program Description, Bio*

### **INTRODUCTION:**

Our speaker today will help us discover the keys to accomplishing goals that are greater than ourselves. He is a member of the National Speakers Association, former head of a non-profit, and splits his time in front of his audiences entertaining as well as speaking.

From Nashville, TN please welcome Rik Roberts.

### **PROGRAM DESCRIPTION:**

*(Use this in the event program or online for conference website. Do not use this for an introduction.)*

What if you could achieve something bigger than you've ever imagined? Something that benefits not only yourself but also others. Imagine reaching that goal faster than you thought possible, with an impact that extends further than you can envision.

Does the idea of accomplishing something bigger, better, faster, and further excite you? In this session, you will envision completing a well-defined, goal-oriented challenge that utilizes your talents, abilities, and resources. The beauty of this challenge is it will also focus on improving the lives of others. Join me as we explore how to put the "Bigger, Better, Faster, Further" formula into action for YOU.

#### **In this Goal Setting session you will learn:**

- Your limits, and how to exceed them.
- The value of "All-Star" mentors on your journey.
- Tools and approaches to goal setting even when times are tough
- The benefit of companionship and accountability even in a solo endeavor

#### **Rik Brief Bio:**

Rik Roberts started as a stand-up comedian in 1991 in Columbus, OH. He spent 10 years touring the country with an improvisational comedy troupe. During that journey, he acquired useful speaking and communication tools he now shares with corporate groups and organizations.

Rik's current "BIGGER, BETTER, FASTER, FURTHER" journey started with an outrageous goal: "I will cycle the distance around the world (25,000 miles) while raising a million dollars for charities through my [It's Funny Now](#) clean comedy show."

Rik launched his first BBFF goal in 2021. He's now ridden his bike over 22,000 miles and raised over \$1,105,946. He will continue until he hits the 25,000-mile mark and now aims to land somewhere around 1.5 million dollars in fundraising.

It hasn't been easy. With two fights against cancer during the journey he's learned to overcome obstacles and focus on the BIGGER idea. You can follow his journey at [www.Bike4Bucks.com](http://www.Bike4Bucks.com).

With Rik's BBFF formula, You can learn how to do something like this for yourself and others.

### **Memberships & Associations**

Rik has been an active member of the National Speakers Association since 2010. He is also the past President of the Christian Comedy Association.