



LIFE PULSE

Press Kit

Professional Development Coaching
To Find Your Pulse of Success





What is Life Pulse (LP)?

Life Pulse Inc. is a leadership and organizational consulting firm based in St. Louis, Missouri. Founded in 2017 by Matt Granados, Life Pulse helps individuals and teams unlock optimal performance through intentionality, accountability, and self-awareness.

At the core of the company is the **Life Pulse Methodology**, a proprietary system that drives professional and personal growth by combining mindset with structure. This methodology is implemented through the Optimization Overhaul, a strategic process designed to help individuals and organizations achieve maximum results using existing resources.

The Optimization Overhaul is the essential first step, designed to enhance the results of any process, system, or future solution that is implemented. Most organizations focus on improving procedures but overlook the people responsible for carrying them out. And the truth is: processes without optimized people lead to missed opportunities and lost profits.

By equipping individuals to operate at their highest level, Life Pulse helps bridge performance gaps and create scalable, sustainable solutions that empower people, strengthen processes, and increase profitability. Since 2017, Life Pulse has impacted thousands across the country, partnering with organizations of all sizes, from Fortune 500 corporations to small, family-owned businesses.

Life Pulse At a Glance: Solving the Root Problem, Not Just the Symptoms

Life Pulse is built on the belief that people, not systems, are the foundation of organizational success. When individuals aren't operating at their best, no process, platform, or policy will deliver lasting results. That's why Life Pulse focuses on optimizing people first.

At the heart of this approach is the LP Methodology. Rather than treating surface-level symptoms, the methodology uncovers and addresses the deeper issues that hold individuals—and by extension, organizations—back.

What makes Life Pulse different is the clear distinction between the methodology and its delivery. The LP Methodology remains consistent, but its implementation is fully customizable to each client. Depending on the setting, solutions may include:

- **One-on-one coaching**
- **Self-guided tools**
- **Team workshops**
- **Keynote presentations or enterprise-level programs**

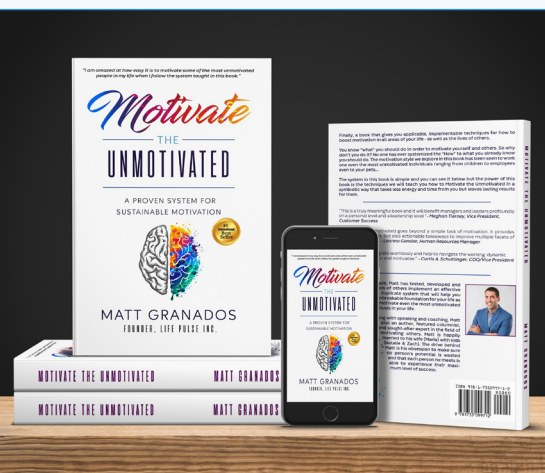
Each engagement is designed to create sustainable change, producing measurable improvements in both individual performance and organizational outcomes.



[Download the Life Pulse Methodology E-Book](#)

Our Founder Matt Granados

Matt Granados is a renowned expert in optimizing human potential. As the founder of Life Pulse Inc., his global interactions with individuals and companies have unveiled a fundamental truth: humans have internal problems and need to be equipped with an external solution to unleash their full capabilities. Life Pulse offers sustainable solutions that empower individuals and businesses to bridge performance gaps effectively.



From a young age, Matt ventured into entrepreneurship, achieving his first multi-million-dollar business in his early 20s. Along the way, he recognized the importance of nurturing his team. Through ingenuity, he transformed a Craigslist-hired group into an immensely productive and motivated \$40 million sales organization, blending structure and intention.

Today, Matt and his team at Life Pulse have attracted clients ranging from Google, Twitter, and the US Military, to small businesses, associations, and individual coaching clients. His expertise lies in helping people succeed in both business and personal life.

Matt is a two-time #1 International Bestselling author (*Motivate the Unmotivated* & *The Intentional Week*), acclaimed for his insights on cultivating motivation and intentional growth in teams and individuals.

Alongside leading Life Pulse, Matt and his wife Maria Granados co-founded the Take Part Foundation, a 501(c)(3) nonprofit that identifies and funds research for the more than 15 million children affected by rare pediatric diseases.

Amidst his accomplishments, Matt values faith and family above all. Throughout all facets of his work, Matt demonstrates that achieving goals and success doesn't require unnecessarily sacrificing either of these two core components to life. Matt's teachings empower audiences to attain the highest levels of achievement without regrets, making his events transformative and impactful.

[More Information on Matt](#)



Matt Granados: Go-To Expert on Workplace Issues

Thought Leader in Organizational Culture: Matt's experience leading companies equips him with insights on building and sustaining positive workplace cultures.

Authoritative Perspective: As a published author, Matt's insights reflect a deep understanding of motivation and personal development, offering practical advice for those seeking growth.

Engaging Speaker: Having addressed diverse audiences, Matt combines education with entertainment, ensuring engaging and informative discussions.

Philanthropic Endeavors: Co-founding the Take Part Foundation, Matt demonstrates a commitment to making a positive impact, further enriching his narrative.

Areas of Expertise

Matt is a leading expert in the consulting space, helping organizations and individuals find their pulse for success. He is a compelling source who can speak to a variety of topics, including:

- People Management
- Employee Productivity
- Professional Development
- Goal Setting
- Organizational Leadership
- Executive Leadership
- Employee Engagement
- Nonprofit Leadership
- Productivity Enhancement
- Performance Enhancement
- Change Management
- Performance Management
- Christian Business Leadership
- Faith and Business
- Entrepreneurial Mindset
- Team Dynamics
- Avoiding Burnout
- Leadership Coaching
- Optimization Overhaul
- Motivation Hacks
- Team Dynamics
- Workplace Issues
- And more!

[Find Matt on Qwoted](#)

Learn more at lifepulseinc.com

What Does Life Pulse Do?

Life Pulse believes that people aren't the problem. People have problems. Therefore, organizations have "people problems." Moving forward requires dedication to solving these "people problems" at the root. Life Pulse offers proven services for teams and individuals to achieve this.



How Life Pulse Helps - Services

Keynote Speaker

Matt Granados leads an interactive and experiential keynote presentation to motivate and captivate employees, igniting organizational transformation and dynamic change. Clients can choose keynotes related to leadership or personal development, or work with Life Pulse to create a customized address. [\[Read More\]](#)

[!\[\]\(e3f8612927870f2e0f9f5989e6dd3064_img.jpg\) Download the Keynote PDF!](#)

Business Coaching

Life Pulse provides personalized coaching sessions for individuals and teams to improve work culture, leadership skills, and more. Life Pulse follows a holistic approach to personal and professional growth through a curated series of lessons that engage on multiple levels. [\[Read More\]](#)

Virtual Training

Enhance productivity and leadership with online virtual training designed for individuals and teams. Clients learn strategies to boost collaboration, align goals, combat burnout, and maximize efficiency in all areas of life. [\[Read More\]](#)



Services

Optimization Overhaul: Signature Offering

Leaders can unlock their team's full potential with the Optimization Overhaul workshop, a transformative one-day event designed to bridge personnel performance gaps and enhance leadership effectiveness. Discover how Life Pulse's targeted approach can systematically identify and address hidden challenges for smooth and sustained growth. [\[Read More\]](#)

Motivation Management

Motivation thrives when systems adapt to change. Life Pulse equips managers with tools to build lasting motivation, grounded in a deep understanding of their teams. Results include improved engagement, communication, and growth across dynamic, ever-evolving environments. [\[Read More\]](#)

Intention Keynote

Increase capacity and minimize burnout with "Building Your Intentional Week," a program designed to connect tasks to purpose, maximize daily output, and integrate balance. Through proven systems and coaching, clients maintain motivation and can find 15 extra hours a week. [\[Read More\]](#)

Performance Keynote

This keynote is a powerful and engaging presentation that combines education with entertainment to help bridge the gap between individuals' current states and their desired states of performance. [\[Read More\]](#)

90 Day Goal Rush

"Taking You From Where You Are, To Where You Want To Be, In Just 90 Days." Life Pulse has helped thousands of individuals achieve their goals in just 90 days using its proprietary system. [\[Read More\]](#)

Unbreakable Workshop

This is a program that will work with individuals or teams. Life Pulse provides a proven system to maximize output while helping individuals experience optimal fulfillment. [\[Read More\]](#)



Looking for more information on how Life Pulse Works?



Download LP Complete: Enterprise Solution Statement of Work for an overview of how Life Pulse scales the LP Methodology to meet the specific needs of clients and their teams.



Who Life Pulse Helps - Industries & Groups

Employees, Executives, and HR Departments

Life Pulse doesn't replace HR; it motivates and empowers teams across the board. It provides tools and training programs specifically designed to develop strategic processes and strengthen team cohesion. [\[Read More\]](#)

Corporations

Life Pulse delivers customized programming for larger companies and corporations. The three-tiered approach to training and development teaches teams to set sustainable goals, improve productivity, and perform at their optimum level. [\[Read More\]](#)

Small Businesses

Strong, collaborative teams are essential for small businesses to achieve goals and deliver on expectations. Life Pulse's small business consulting services include workshops, coaching, and motivation management programs to help small businesses succeed and develop winning strategies. [\[Read More\]](#)

Teams

Life Pulse provides professional team development for companies that need to strengthen bonds and better understand one another, while finding areas for improvement. Motivation Management for teams holds each team member accountable, enabling them to grow and thrive. [\[Read More\]](#)

Non-Profits & Associations

Efficiency, productivity, and performance ensure non-profits remain successful and operational on tight financial margins. Life Pulse partners with nonprofits to solve the inefficiencies holding back their teams. [\[Read More\]](#)

Individuals

Personal development empowers individuals to understand themselves, building on what they do well while actively working through challenges. As they move through Life Pulse coaching and growth experiences, many find a renewed sense of purpose that impacts their careers and their overall quality of life. [\[Read More\]](#)



Life Pulse in Action - Testimonials

After working with Life Pulse, people across the country have experienced improved productivity and enhanced efficiency, leading to greater happiness and dynamic success.

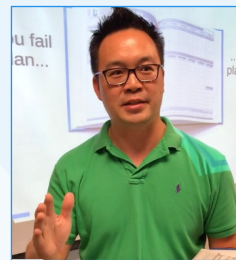


KRISTY ANN

V.P. - COOPERATIVE HOME CARE



Christy Pretzinger, President and CEO of Writer Girl and Associates, was convinced to use the Life Pulse blue book, or LP planner, not only for herself, but for the entire organization. Her favorite part was that it enhances all aspects of life.



David Thanairongroj, a Restaurateur from San Antonio, Texas, calls Life Pulse phenomenal, noting its clear, actionable steps for progress. He plans to implement the system with his team to support their growth.



Shantel Khleif, Co-founder and CEO of Imagine Media, experienced a complete change in the course of their business after taking Life Pulse's TYT program. Their business has grown to \$750,000 in revenue after putting the program into practice.



Olivia Ball, Social Media Coordinator for Imagine Media, recommends the LP planner to millennials looking to become more organized. She finds an extra 2-3 hours per day using the proprietary system.



Tyler Peabody, an expert dog trainer and owner of Doggy Dorm, shares how inspired she was by Life Pulse's "motivating the unmotivated" teachings, and is ready to implement Life Pulse's teachings into her everyday life.



Tomas Martinez III, Owner of Luxury Home Magazine San Antonio and Luxury Home Magazine Austin, says he hasn't seen anything that helps entrepreneurs prioritize their time and tasks like Life Pulse. He's excited to see its impact on himself, his wife, and his employees.



Tony Ramos, Director at East Austin Athletic Club, was excited to continue with the program, which helps him grow his personal and professional life and become a better person all around.



Scott McKnight, VP of Operations for FrontLine, finds Life Pulse refreshingly different in its approach to managing and motivating people. He appreciates how Matt Granados breaks down personal traits and teaches effective organization.

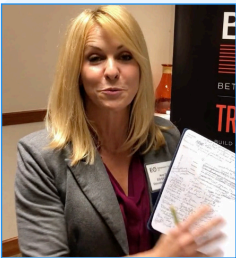
Testimonials



Dr. Austin Cohen, Chiropractor and Founder of Corrective Chiropractic, values Life Pulse's TYT program at over \$100,000. Since implementing it, his business has grown by 50%.



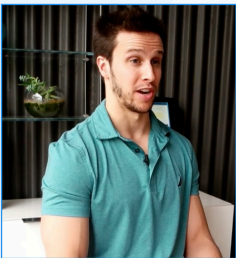
Renee Rouleau, CEO and President of Renee Rouleau Skin Care, said that Life Pulse TYT has been a great program. It allowed her to take all her intentions and put them into action. The program came at a time she needed it most.



Ann Dolin, the President of Educational Connections and the learning chair of the Washington, DC EO Chapter, finds the LP planner fantastic. An avid fan of planners, she feels that for the first time in a long time, she has a game plan.



Ron Sitrin uses the Life Pulse system to increase his impact in real estate. It's helped him turn his 15-year plan into clear, actionable steps for the present.



Dr. Josh Buck, Chiropractor at Corrective Chiropractic, finds that Life Pulse is the first program that worked for him. He was able to do things more efficiently both professionally and personally, finding more time during the week to have fun.



[See More Case Studies](#)





Book Matt Granados as a Speaker Level Up Your Event with Life Pulse

[Watch The Video](#)

Matt Granados – Speaker, Founder, Best-Selling Author

Matt Granados is a high-performance strategist and sought-after keynote speaker who equips audiences with tools to bridge the gap between intention and execution. As the founder of Life Pulse, Matt has worked with thousands of individuals and organizations across the country, including Fortune 500 teams, entrepreneurs, non-profits, and executive teams. His keynotes blend personal storytelling with actionable frameworks that help individuals and organizations unlock potential, boost performance, and prioritize what matters most.

Whether he's speaking to an auditorium of executives or a conference room of employees, Matt's message is always rooted in real-world impact. He challenges conventional thinking, replacing lofty ideals with systems that actually work.



Keynote Tracks

Matt Granados delivers three high-impact keynote tracks designed to inspire, equip, and mobilize audiences toward real results. Each keynote is rooted in Life Pulse's proprietary frameworks, blending education and entertainment to spark lasting transformation, personally and professionally.

Track 1: Enhance Performance & Eliminate Excuses

Leadership & Management Development

This keynote tackles one of the biggest workplace challenges: solving “people problems.” Matt helps leaders recognize that people aren't the problem—people *have* problems. By guiding audiences through self-discovery and introducing actionable tools, Matt equips teams to identify and bridge performance gaps, build accountability, and unlock sustainable success.

Key Takeaways:

- Learn to solve people problems without blame or burnout
- Identify and close performance gaps at both personal and professional levels
- Apply Motivation Management principles to enhance team output
- Set value-based goals using Life Pulse's proprietary planning system
- Create practical systems that support balance and lasting growth

Keynote Tracks

Track 2: Build Your Intentional Week

Personal Development & Individual Growth

This keynote reframes productivity by exposing the lie that busy equals effective. Instead, Matt introduces attendees to the Life Pulse System: a structured yet flexible approach that helps individuals take control of their time and align their weekly actions with what matters most.

Key Takeaways:

- Maximize capacity and minimize burnout through intentional structure
- Master the 7-Day Planning method for personal and professional alignment
- Use three simple questions to set up a fulfilling and focused week
- Implement “reverse planning” to gain up to 15 extra hours of weekly productivity
- Discover how intention + structure leads to measurable progress

Track 3: You’re Not Done Yet

Inspirational & Motivational Talk

This deeply personal keynote pulls from Matt’s own life, specifically, the near-death experiences of his daughter, to create a wake-up call for the audience. Matt uses raw storytelling and meaningful insight to shake listeners out of autopilot. He invites them to reconnect with their purpose and reminds them that as long as they’re here, their story still matters.

Key Takeaways:

- Reframe your life through purpose, not pressure
- Align daily actions with your calling, even when outcomes are uncertain
- Recognize the power of lifting others to increase your impact
- Embrace adversity as a catalyst for clarity and growth
- Leave with renewed urgency to pursue the influence you’re meant to have

What Audiences Are Saying

“I found Matt’s presentation very effective and straightforward. He presented the techniques he has developed very effectively. Honestly, I’m generally something of a skeptic when it comes to presentations and methods of this nature, but not only was the information very thought-provoking, I felt I was immediately able to apply the techniques in my professional and personal life.”

“Matt is an excellent speaker - he is engaging, genuine, and interesting. Our team really enjoyed the topic, the lessons, and the takeaways. It was great for building synergy and helping us see the benefit of knowing more about one another.”

“Matt is an energetic, memorable and articulate speaker — he is great at making the content come to life by sharing personal stories.”

Ideal For:

- Leadership Summits
- Corporate Retreats
- Conferences and Conventions
- Entrepreneurial & Franchise Events
- Corporate Leadership Programs

Matt’s message is clear: motivation alone doesn’t lead to results—systems do. And the right system, customized to your organization, can change everything.

Ready to unleash your team’s potential?

To book Matt for an event or request more information, please contact Emma Sammuli at emma.sammuli@1905newmedia.com

FAQs

What is the Life Pulse (LP) Methodology?

The LP Methodology is a scalable system designed to help individuals and teams solve root problems, sustain high performance, and create margin—all without burning out. It's more than a motivational framework. It's a **customizable operating system for success** used by organizations across industries. We help people deeply understand themselves and their character to help them get to where they want to go.

Built on timeless truths and backed by real results, the LP Methodology helps leaders and their teams stop treating symptoms and start creating sustainable change that lasts.

The LP Methodology is based on:

7 Universal Principles:

- Intention + Structure
- Perpetual Development
- Gap Mindset
- Truth is Constant
- Self-Awareness Leading to Personal Responsibility
- Optimal Performance
- Contextual Adaptability

4 Pillars of Sustainable Performance:

- Self-Realization
- Intentional Margin
- Leadership Through Understanding
- Actionable Tools + Sustainable Performance

3 Steps to Cause Change (ADA):

- Awareness
- Direction
- Action

This framework guides individuals and organizations to build better habits, lead with clarity, and sustain performance long after the keynote ends.

What is the Optimization Overhaul?

The Life Pulse Methodology is implemented through the Optimization Overhaul. The Overhaul is a proprietary process that helps individuals and organizations experience maximum results with current resources.

It achieves this by bridging performance gaps and equipping individuals to operate at their optimal level. The system delivers sustainable and scalable solutions that empower people, maximize processes, and ultimately, increase profitability.

It operates from the core principle that when people aren't performing their best, nothing else in your organization will either. Before implementing any new service, solution, process, or procedure, you must optimize your people. This is the first step every organization must take to see lasting results.

Who benefits from the Optimization Overhaul?

The system is designed to work across industries and roles. Life Pulse regularly works with:

- Corporate executives and leadership teams
- Entrepreneurs, startups, and small business owners
- Healthcare, education, and nonprofit professionals
- High performers and individuals seeking structured personal growth

Anyone ready to stop spinning their wheels and start solving what's holding them back can benefit from Life Pulse.

What results can clients expect with Life Pulse?

Life Pulse clients experience:

- Improved communication and accountability
- Higher retention and morale
- Clear alignment across departments and teams
- Reduced distractions and feelings of being overwhelmed
- Performance that lasts beyond the event or workshop

This isn't a quick fix. It's a system that builds long-term capability.



[Download the LP Methodology PDF](#)

Does the client's industry determine how much they can learn from Life Pulse?

Life Pulse workshops are industry agnostic, designed to deliver value regardless of sector or role. While the content isn't tailored to any specific industry, each workshop is customized to address the unique needs, goals, and challenges of the organization or audience.

How can Life Pulse help clients combat burnout?

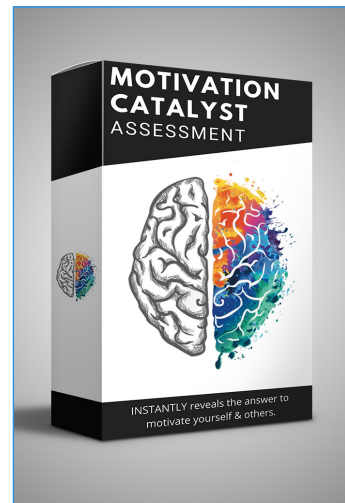
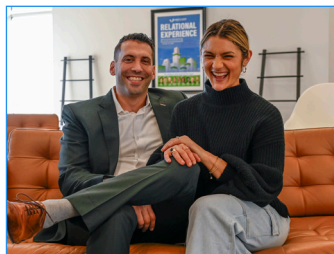
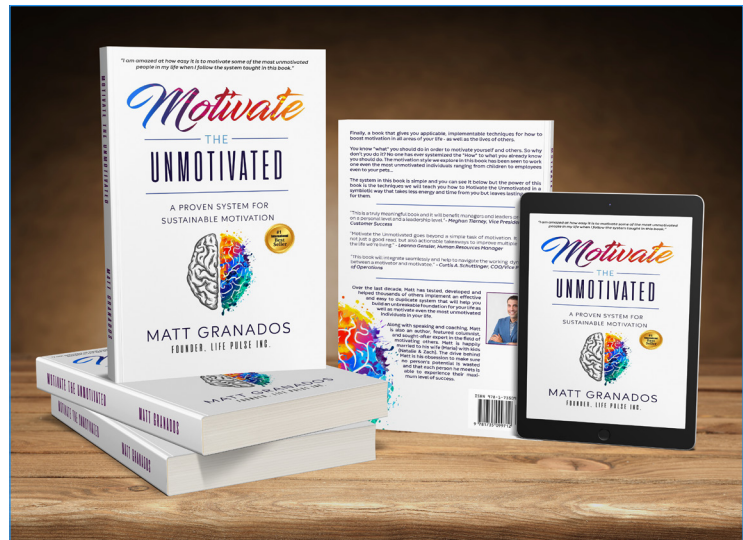
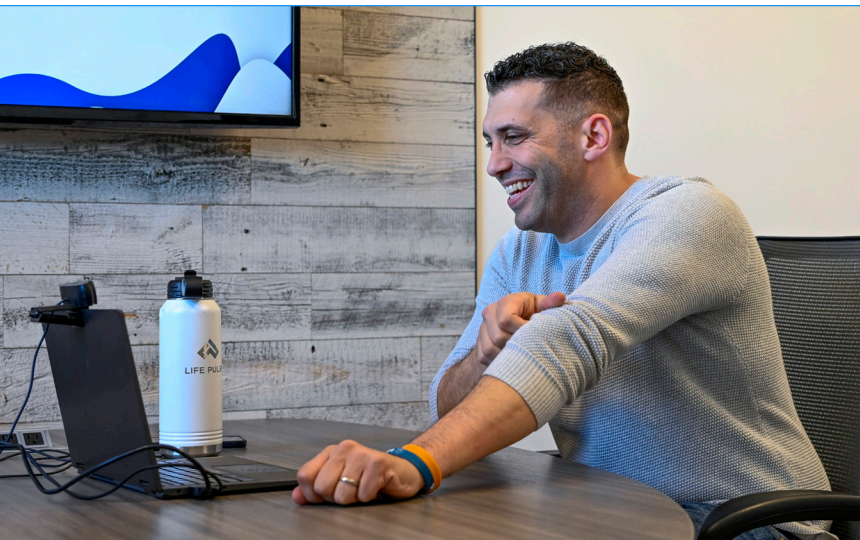
Life Pulse's solutions provide clients with productivity-boosting techniques that support a healthier balance in all areas of life. Burnout often stems from imbalances in the workplace, so these solutions focus on reducing stress, aligning goals with personal values, and increasing fulfillment to help individuals beat burnout and rediscover satisfaction in their work.

What sets performance consulting apart from professional development?

While similar, performance consulting is centered around how comfortable you are in your role and how to maintain a healthy work-life balance. Professional development is around improved communication, multi-tasking, determining priorities, and more. Life Pulse can help clients in both areas for lasting success.

Logos & Brand Visuals

[View additional creative assets here.](#)





LIFE PULSE

Life Pulse Resources

- [Life Pulse Homepage](#)
- [Life Pulse Keynote Tracks](#)
- [Complimentary Gap Analysis](#)
- [Best People Best Places, a Podcast by Life Pulse](#)
- [Life Pulse Methodology](#)

Social Links

-  [Facebook](#)
-  [Instagram](#)
-  [LinkedIn](#)
-  [Matt Granados LinkedIn](#)

Life Pulse in the News

- [Press Page](#)



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