

VIRTUAL MESSAGING FROM SPACE FOR COVID-19 RECOVERY



MIKE MASSIMINO

- Former NASA Astronaut
- New York Times Bestselling Author
- First Person to Tweet from Space
- Recurring role as himself on *The Big Bang Theory*
- Columbia University Professor
- Commentator for Discovery Channel's *Space Launch Live*

VIRTUAL SPEAKING SAMPLES

- Working with Your Team and Clients Over Distance: https://www.youtube.com/watch?v=63f-R_Tiur0
- Dealing with Isolation: <https://www.youtube.com/watch?v=dPanJhmo0i0>
- Resourcefulness when Recovering from Tragedy and Disappointment: https://www.youtube.com/watch?v=xH6y9_z3B_k
- Being Resilient and Adaptable in Times of Change and Uncertainty: <https://www.youtube.com/watch?v=vFORB0NxiqQ>
- If people have kids at home, it can be fun to include them: https://www.youtube.com/watch?v=SiR_JgEQyX0

MIKE'S MESSAGES FOR VIRTUAL AUDIENCES

All of us are dealing with the personal and professional impacts of COVID-19 on our lives, and moving forward in new ways of doing business. Mike's stories and messages about how perseverance, teamwork, and leadership have helped him and his teammates get through difficult times in space and on Earth are especially applicable now.



Working with Your Team and Clients Over Distance – Mike and his fellow astronauts spent hours in simulators practicing how they would work and communicate with their support team in the Mission Control Center (MCC) while literally a world apart. He also spent years as a Capcom (Spacecraft Communicator) in MCC communicating with and supporting astronauts in space. Critical problems arose during Mike's final spacewalk on the Hubble Space Telescope, and even though support team members were at various locations on Earth, they were able to save the day for Mike in space. Although we are now physically separated from each other today due to COVID-19, we can strive to be the person that people can call for help. Reach out and try to be someone else's Mission Control Center.



Dealing with Isolation - Mike's NASA training taught him valuable lessons on how to thrive in isolation. Some tips are: try to embrace the situation; concentrate on meaningful work; keep open the lines of communication between friends, family and co-workers; be respectful of the well-being of your crewmates; keep up your self-care and exercise; enjoy the beauty of our planet; and use time away from the hustle and bustle of our normal daily routines to think introspectively about our lives.

Resourcefulness when Recovering from Tragedy and Disappointment – Mike's first spaceflight was on Space Shuttle Columbia. On Columbia's next voyage, the crew and the space shuttle were lost during re-entry. It was devastating to lose seven of his friends in an instant. While grieving and consoling the families of those fallen heroes, another reality set in: what would happen to the future of the space program? The International Space Station was not yet completed and the Hubble Space Telescope needed repair. Mike and his colleagues would not let the loss of their friends be in vain. Innovative procedures, tools, and techniques were developed to get the shuttle flying again to finish that important work. Mike shares stories of how that same effort and attitude is needed now to recover from the effects of COVID-19 on our businesses and lives.





Being Resilient and Adaptable in Times of Change and Uncertainty - Mike's second space flight was one of the last of the Space Shuttle Program. It was time for NASA to retire the shuttle and move on to the next phase in space exploration. That next phase included flying exclusively on the Russian Soyuz for a few years, and working with commercial companies to provide launch services in the future. Many at NASA did not want to accept these changes. But the last few years have shown that those who accepted these changes have thrived, while those who resisted are no longer contributing. We may not like the new world we are now living in that has forced us to change the way we do business. But by accepting change and knowing that change can provide unseen opportunities, we can still shoot for the stars.

WHAT VIRTUAL AUDIENCES ARE SAYING ABOUT MIKE

"Mike was really great to work with and just some amazing stories and we're bummed our clients couldn't meet him in person, but we think this is the next best thing. Sort of like him talking to us from space. Many of his stories are very topical to what we are all going through right now including the quarantine astronauts go through before going into space and the isolation even in space being disconnected from the world. The story of teamwork with his fellow astronaut classmates was especially powerful for me—this idea that we win or lose together. A great reminder that we're all in this together right now. And I enjoyed his story about needing to both accept change and anticipate change in the same moment. You have 30 seconds of venting, ranting, or feeling sorry for yourself—and then you move forward. Because the only constant is change. Really powerful! Please thank him for us."
Personify, Inc.

"Mike is so inspiring, motivational, and GENUINE!!! His stories are amazing – I could listen to him all day! It was truly a hit with our audience. Please thank Mike on behalf of the entire team. I hope we get to work together on another event in the future." Boston-based Retirement Services organization

MORE VIDEOS ABOUT MIKE

- Introducing Mike: <https://www.youtube.com/watch?v=Z8ucFHBS2uU>
- Mike's Media Highlights: <https://youtu.be/J1uCJAik83s>
- Mike Massimino, A Citizen of the Earth: <https://www.youtube.com/embed/Ok0O9YzHPDo>
- Unboxing & Building LEGO in Zero Gravity: <https://www.youtube.com/embed/TmrsH1F3M68>

SAMPLING OF PAST AUDIENCES

