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Carlos Salum, Founder



- Have you ever wondered...**
- What can Creative Leaders do exceptionally well and why?
  - Why do Creative Leaders overcome monumental challenges while others give up?
  - What are the keys to managing physical and emotional energy for peak performance?
  - What keeps peak performers motivated after they have conquered a goal?
  - What are the thinking tools Creative Leaders use in a systematic way?
  - How can one lead by example and inspire others to follow?
- Overview**
- **This stimulating and comprehensive workshop provides teens with a unique opportunity to learn critical skills to become a Creative Leader, such as Peak Performance Training, Lateral Thinking and Breakthrough Design.**
  - **The Creative Leader workshop utilizes combinations of practical ways to develop self-awareness, train for peak performance, develop new ideas and put them into action.**
  - **This workshop is an ideal “brain update” for teens prior to starting a new high school year or college, as well as a physical, emotional and intellectual growth tool for life.**
- Date** **Tuesday, August 10, 2010**
- Duration** 9:00 am till 4:00 pm
- Participants** Teens from 14 to 18 years old – Minimum group size: 8 – Maximum: 24
- Individual Fee** **\$165.00** – Payment via-Paypal  
Bring your own lunch box - Drinks and healthy snacks provided
- Directed by** **Carlos Salum** – Founder, Salum International Resources, Inc. *[Read Bio on Page 3]*
- Main Topics**
- **What is Creative Leadership?**
  - **What is Peak Performance?**
  - **The Ideal Performance State**
  - **Focus, Energy and Breakthrough**
  - **Managing Energy, not Time**
  - **The Creative Leader Lifestyle**
  - **Training as a Peak Performer**
  - **Creative Thinking Skills for Life**
  - **Persuasion and Influence**
  - **Leading by Example in Teams**

- Workshop Benefits**
- Design a personalized road map to achieve and maintain your performance goals
  - Understand how the mind-body connection influences your behavior under pressure
  - Manage your emotional responses by using effective mental and physical strategies
  - Have more physical and emotional energy available
  - Become more resilient and resourceful in the face of obstacles and disagreement
  - Interact with others in a more effective and constructive way
  - Develop new ideas out of solution-design instead of resorting to argument and criticism
  - Learn to use lateral thinking tools that will enhance your capacity to think creatively
  - Integrate your individual training process with your lifestyle and schedule

**Registration** <http://www.saluminternational.com/creativeleader.htm>

**Location**



**Hodges Taylor Gallery**

Transamerica Square  
401 North Tryon Street  
Charlotte, NC 28202  
704.334.3799

[www.hodgestaylor.com](http://www.hodgestaylor.com)

In business since 1981, Hodges Taylor is uptown Charlotte's oldest gallery, committed to supporting art and artists of the Southeast, including painters, printmakers, photographers and sculptors. The gallery offers a public venue uptown for viewing artwork and, having established itself as a knowledgeable and experienced resource for contemporary art, serves as art consultants for collectors and businesses.

**Directions** Mapquest: [http://www.mapquest.com/mq/1-C8wVNhcv\\*kaqqbqWrV3\\*](http://www.mapquest.com/mq/1-C8wVNhcv*kaqqbqWrV3*)

**Parking**

- **Temporary:** 2 hours free at the Transamerica Square Garage - Enter at W 7<sup>th</sup> Street
- **All-day parking:** <http://www.aboutparking.com/charlotte-map.asp>

**A True Story**

*[Adapted from a magazine article by Carlos Salum]*

Almost two decades ago, **Gabriela Sabatini** won the U.S. Open Tennis Championships in New York, fulfilling her lifetime dream before an audience of millions. From the players' box, I watched her crush the match point and leap towards the sky pumping her clenched fist. She had beaten Steffi Graf, her nemesis and the best player in the world. Just five months before, Gabriela had told me she wanted to quit for good, despite her #3 world ranking. She was disheartened by a series of bad losses and felt no joy whatsoever.

At her father's request, Dr. Jim Loehr, the world's leading sport psychologist, and I focused on untangling Gabriela's emotional world. Her recovery involved recognizing how her thinking influenced how she felt and how she acted. To break negative thought patterns, she started acting how she felt at her best, when she enjoyed being challenged.

Gradually, positive feelings poured out, transforming Gabriela from a joyless routine-addict into an engaged, resilient and resourceful thinker in the face of adversity. Her evident turnaround revitalized her stellar career and inspired thousands of people, especially young girls, to follow their dreams. Soon after retiring, she was inducted into the International Tennis Hall of Fame.

I believe Gabriela's breakthrough points to the essence of leadership: we first must lead ourselves before we can lead others. Granted, tennis is not the whole of life, but, by requiring I align my energy with my purpose to achieve excellence in performance, it ushers me to become whole and then radiate my energy outwards to others.

A leader's mission is to instill energy and purpose in people towards a strong, common vision. Visionary leaders already are at the mountaintop and must now help others understand how to change and act on their new reality. Their sense of excellence pulls everyone to perform at a much higher level, way above of what they consider their 100%.

Gabriela Sabatini's choice was mysteriously in harmony with Gandhi's suggestion to become the change we want to see in the world. **How will the world be different as a result of how you lead yourself? Who could feel inspired by you?**

#### About Carlos Salum



**Carlos Salum**, founder of Salum International Resources, is the developer of **Performance Architecture**, a process that helps executives create a personalized blueprint for achieving peak performance, breakthrough thinking and exponential results. The approach is based on key training principles utilized by world-class athletes and sports teams, combined with powerful lateral thinking techniques.

**His corporate clients include** multinationals in industries such private banking, IT, medical, insurance, consulting and military leadership academies, as well as C-level and senior management executives for private coaching.

As a peak performance expert, he contributed to the careers of outstanding tennis players such as **Gabriela Sabatini** (U.S. Open champion, 1990) and **Sergi Bruguera** (French Open champion, 1993-94) and the **Argentine and Italian Davis Cup Teams**, among many others.

Salum is also an international tennis coach, a radio and television journalist, a produced playwright (London, Tampa, and Buenos Aires) and a documentary film producer.

#### INFORMATION LINKS:

Peak Performance Training - <http://www.saluminternational.com/>

Testimonials - <http://www.saluminternational.com/testimonials.htm>

#### **Gabriela Sabatini - 1990 U.S. Open Tennis Champion - Buenos Aires, Argentina**

"(...) a great friend, who always had confidence in me. Simply, thank you for your support and honesty (...)"

#### **Major David Higginbotham - Director, National Character and Leadership Symposium, US Air Force Academy**

"Your messages on "Beyond Personal Best" and "Performance Architecture: Excellence through Possibility" were inspiring and meaningful to all who attended and we are grateful for your participation. Strong, positive role models for these young men and women have a tremendous impact on their development. Your messages are certain to remain in the forefront of their thoughts throughout their careers. Please accept our heartfelt 'Thank You' for making a difference in the lives of the members of the Cadet Wing and the visiting students, faculty and guests, knowing that your messages have made a difference in the lives of our nation's future leaders."

#### **Steve Sullivan - President - Sullivan Performance Systems**

"In my thirty year involvement with developing and delivering high performance programs, I have never encountered an individual with better judgment or insight than Carlos Salum. He is a man of profound integrity and beacon of strength in a world awash with turmoil. Carlos' ability to think is only exceeded by his willingness to act."