



Carlos Salum – The Performance Architect

Keynote Speaking

“Inside the Winners Circle: Lessons from Peak Performers in Sports”

Audiences Client Entertainment and Engagement
Employee Motivation

Engagement Duration From 45' minutes to 2 hours

Presentation Outline:

- Key Factors involved in achieving Peak Performance: **Focus, Energy and Breakthrough**
- **Focus:** *Doing the right things*
 - Vision and Values
 - Inspiration and Possibility
- **Energy:** *Doing things better*
 - The Challenge Response: Loving the battle
 - Making Waves: Body-Mind Energy Management
- **Breakthrough:** *Doing better things*
 - The balance between Achievement and Fulfillment
 - Significance: Making meaning while winning
 - Legacy: Leaving a path for others to follow

We are all performers: the quality of our life is directly proportional to our ability to manage our physical, emotional and mental energy. To enhance our "life's portfolio" and assure our long-term success, we must monitor three factors: **Focus, Energy Management and Breakthrough**, just like professional athletes do.

Focus – Being in the NOW

Sports retain their power to intensify experience and awaken within us a larger sense of being. For those playing at the highest levels, the ability to put oneself in a state of **heightened concentration**—to get "psyched up," to "stay in the zone"—is as essential as physical ability, technical mastery and knowledge of the game. Focus is also a descriptor of peak performers' ability to take care of the small details (i.e.: technique and tactics) while being aware of how they affect the big picture (overall strategy and mental toughness). This multi-dimensional ability to operate "in the Now" matches what we intuitively know about Life in general: that Happiness is Absorption. The world is experienced with body and mind together. The senses are joined. The self is opened. You feel the joy of being.

Energy Management – The Challenge Response

To be highly efficient, performers from all walks of life need to maintain their focus while managing their physical and emotional energy. However, if their emotions are not tuned-up to endure competitive stress, their mental focus will disappear. When this happens, performers will show inefficient behaviors such as withdrawal, anger or paralyzing indecision.



The most unusual emotional behavior under competitive pressure is **the challenge response**. It's a display of **high, positive emotion** under the most intense pressure, which the performer perceives as being enjoyable ("loving the battle"). When performers learn to access this emotional state under pressure, they have the platform to perform at their best.

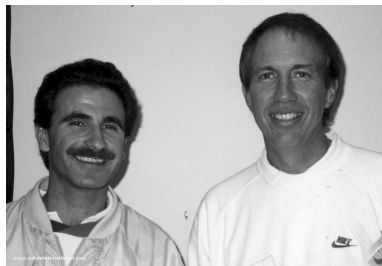
Breakthrough – The Ideal Performance State

A habit starts out as a thread. As new threads are added, it becomes a rope we cannot break. We want to be careful about the habits we make, for they eventually make us. By making strong and productive habits as performers we become **mentally tough**. The same skills that we learn to play competitive sports are applicable to our lives as **peak performers**.

In the realm of Peak Performance Training, working on your sport, working on one's profession and working on oneself are one and the same. Through disciplined and intensive training, we literally shape the brain and create the motivational states necessary to achieve **Breakthrough** and go "**beyond personal best.**" What you do every day is a mental exercise that increases your mental dexterity. The real game you are playing is a game called **mental excellence for the Self**.

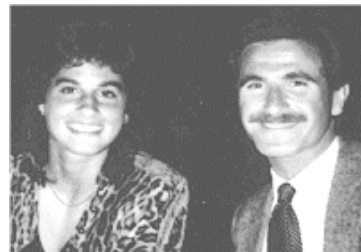
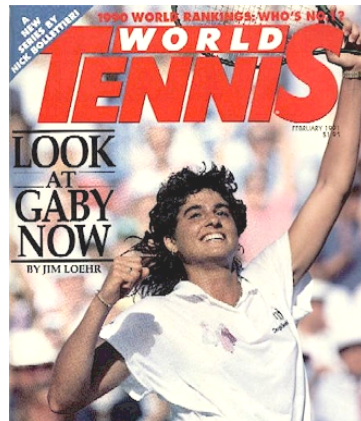
Every so often, out of that concentrated state a player's consciousness seems to make, of its own, a qualitative jump to a higher level: a feeling of effortlessness in the midst of intense exertion, a sense of the action taking place in slow motion, feelings of awe and perfection, increased mastery, and self-transcendence. This is what we call Breakthrough: "**The Ideal Performance State.**"

Peak Performance Stories from Sports



(Above) Carlos Salum with Dr. Jim Loehr, mentor and former associate. Dr. Loehr is recognized worldwide for his contributions to the field of Performance Psychology. He is the author of nine books, a corporate consultant and speaker.

Salum organized Dr. James Loehr worldwide speaking tours and projects. He also contributed to the training of world-class athletes during their career's highest achievements and to the development of a corporate structure with some of the leading peak performance experts in sports, based in Tampa, FL. (LGE Saddlebrook Sport Science).



Gabriela Sabatini,
U.S. Open Champion 1990
2006 International Tennis
Hall of Fame Inductee



Sergi Bruguera
French Open
Champion 1993-94



Dan Jansen
Speedskater
Olympic Gold Medalist
1994

"Excellence is achieved. It is not stumbled upon in the course of amusing oneself. It is built upon discipline and tenacity of purpose."



Carlos Salum is the President of Salum International Resources, Inc., a management consulting firm based in Charlotte, North Carolina, USA.

Since 1993, he has focused on Performance Architecture applied to executive training and corporate events' management. His clients are located in the United States, Europe and Latin America. The list includes [Julius Baer Bank](#), [ABN AMRO Private Banking](#), [Heritage Bank](#), [Benfield Group](#), [Manres AG](#), [Information Management Group](#), [KPIT Cummins](#), [Decision Support International](#), [The Neurological Institute](#), [The New York Knicks Organization](#), [Professional Tennis Registry](#), [Swiss Army Leadership Academy](#) and the [US Air Force Academy](#), among others.

He has participated in ground-breaking research in peak performance training with some of the world's leading sport scientists, such as Dr. Jim Loehr, Dr. Nick Hall, Dr. Jack Groppe and Pat Etcheberry, a process that involved some of the world's top athletes. Salum 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 has organized corporate events featuring world-renowned creative thinking experts like Dr. Edward de Bono, Richard Saul Wurman and Dudley Lynch. He is currently developing a sponsored conference in Europe in association with Promostudio (Italy), which will feature several Nobel Prize Laureates in Economics and top Economics' professors from Harvard, Yale, MIT and Stanford.

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.

A few more words about me:

I'm a thinker

- I am fascinated by the future
- I envision; therefore I expect
- I am able to see the consequences of new approaches, change and ideas in the real world
- I seek ways and means to change, isolate, neutralize or remove dysfunctional influences and systems on a global scale

My lifetime goal is to become a versatile, flexible and creative thinker.

I am a Performance Architect

- I help people unscramble their dreams so they can script them as if they are the stage play in which they want to act, the Hollywood movie in which they want to star or the Grand Slam tennis tournament they want to win
- I see my work as "a Cirque du Soleil of the mind," a blend of art and science through which I can help others broaden and deepen their perspectives

I believe that the quality of our life depends on the quality of our thinking.

Publications:

Web site	www.saluminternational.com
Vortex Newsletter	www.saluminternational.com/vortex
Vortex Blog	www.sirvortex.blogspot.com
Peak Performance and the Mind Project	www.saluminternational.com/ppmind.htm
Project Video Gallery	www.saluminternational.com/pavideo.htm

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