



Salum International Resources, Inc.

16035 Lavenham Road
 Huntersville, NC 28078 – USA
 Phone & Fax: 1(704) 992-6555
 E-mail: sir@saluminternational.com
 URL: www.saluminternational.com

Carlos Salum, President

“NEVER SURRENDER” MENTAL TRAINING FOR TENNIS

Four-hour Clinic conducted by Carlos Salum

Target Audience:

- Adults (Men’s and Women’s groups)
- League Teams
- Junior Players

Level of Play: Intermediate and Tournament Level

Duration: 4 (four) hours

Participants: Minimum 8 - Maximum 20

Activity Format: Classroom and On-court

FIRST SEGMENT

CLASSROOM ACTIVITIES:

What is Peak Performance?

Definition of Peak Performance

Peak Performers' Markers

Applicable performance metaphors (military, sports, acting)

The Physiology of Emotions

The Peak Performance Model

The Ideal Performance State

Four Common Responses to Pressure

Energy Quadrants

Definition of the Ideal Performance State (IPS)

Real Self and a Performer Self

The IPS Training Process (Real Self and Performer Self)

Training and the Psychology of Effort

ON COURT ACTIVITIES:

The four stages of in-between point time in Singles

- Stage One: Positive Physical Response
- Stage Two: Relaxation Response
- Stage Three: Preparation Response
- Stage Four: Rituals

SECOND SEGMENT

CLASSROOM ACTIVITIES:

Training Your Real Self

Stress - Recovery Waves
Physiology of the four stages
Recovery Training

Training Your Performer Self

Emotional Skills Training
Acting like you want to feel
Mental Skills Training
Strategy and Tactics
Relaxation and Meditation
Visualization Power

Monitoring Your Training

Weekly Monitoring Chart
Training Rituals
Mental preparation for a match
Post-match analysis

ON COURT ACTIVITIES:

The four stages in Doubles

- How to select the right partner
- How to analyze the opponents
- Communication in doubles

TECHNICAL REQUIREMENTS:

Classroom:

Sufficient chairs for all participants

Audiovisual:

- Portable Projector to connect to Windows XP laptop or large-size Television set with 3 AV cable input.
- Adequate projection surface (if required)

Flip-chart with new color markers (if available)

On-court:

A minimum of Four (4) tennis courts with direct visibility

A minimum of 60 tennis balls

BASIC FEE PER PARTICIPANT:

Adults: \$150.00 (One Hundred Fifty Dollars)

Juniors: \$75.00 (Seventy Five Dollars)

- Payable in Cash or Check to Salum International Resources, Inc. at registration time
- Commissions per student offered to participating Tennis Professionals
- Fee includes course content materials and video-analysis

ABOUT CARLOS SALUM



Carlos Salum is the President of Salum International Resources, Inc., a management consulting firm based in Charlotte, North Carolina, USA. For the past 15 years, he has focused on executive training, software development, sports management and event management. His clients are located in the United States, Europe and Latin America.

Salum regularly lectures on achieving and maintaining peak performance, team effectiveness, and creative thinking for corporate audiences. He has participated in ground-breaking research in peak performance training with Dr. Jim Loehr, Dr. Nick Hall, Dr. Jack Groppe and Pat Etcheberry, some of the world's leading sport scientists. This work, which involved some of the world's top athletes, inspired him to expand a specific curriculum for corporate executives.

As a mental toughness coach, 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 Italian Davis Cup Team, among many others. In the sports marketing arena, he is a managing partner at Court Nine, Inc., a global consulting firm for tennis teaching professionals that provides services through www.marketingtennis.com

Contact:

Carlos Salum
President - Salum International Resources, Inc.
16035 Lavenham Road
Huntersville, NC 28078 - USA
Phone & Fax: 704-992-6555
E-mail: csalum@saluminternational.com
Web: www.saluminternational.com