



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

Performance Architecture: How Executives Go “Beyond Personal Best”



*What do peak performers in sports and business do exceptionally well?
 Why do peak performers overcome monumental challenges while others give up?
 What keeps high achievers motivated after they have conquered their goals?
 What are the keys to creating meaning through breakthrough achievements?
 How can one lead by example and leave a path for others to follow?*

Peak Performers design their future by focusing intensely, by managing their energy and by constantly seeking breakthrough achievements. This winning process is called “**Performance Architecture.**”

- **Performance Architecture** is a process for aligning knowledge, skills, attitudes and habits to formulate a customized action plan (a performance blueprint) that helps performers go beyond perceived limitations (beyond personal best) and achieve specific goals.
- Performance Architecture is based on **training principles** used by world-class athletes and teams to win in sports, which can be applied to winning in business and achieving excellence in other areas of life. This process explores the key parameters to manage energy effectively, to think creatively and to achieve exponential results.

Target Audience

Executives who aim to achieve and sustain peak performance (productivity, effectiveness and emotional intelligence) in their lives.

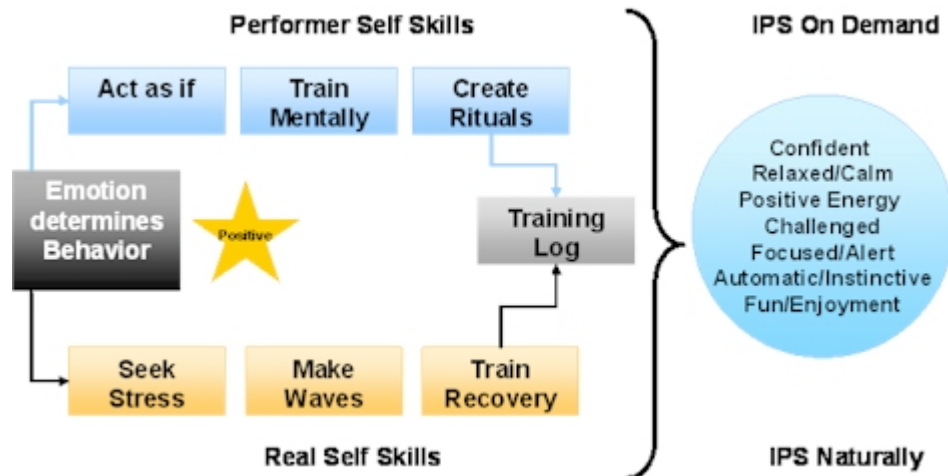
Your life as an executive can be a relentless cycle of stress, rush and fatigue. Because of the global scope of the business, your body and mind face unique performance challenges. As a result, your health is constantly threatened by burnout.

To enhance your "life's portfolio" and assure your long-term success, you must adopt a multi-dimensional training program, just like professional athletes do. The quality of your life as an executive is directly proportional to your ability to manage your physical, emotional and mental energy.

This process will teach you how to achieve and maintain **your Ideal Performance State [IPS]** by expanding your physical, emotional and mental skills through systematic training. Through peak performance training, you will balance your individual needs, your family responsibilities and your profession's demands. Your training plan will allow you to improve your efficiency in practical, measurable ways.

Process Formats and Duration

- Keynote Presentation (One to Three hours)
- One-Day Workshop Introduction (Eight hours)
- Course: Two or Three Days (8 hours per day) – *combined with Indoor/Outdoor Teambuilding Activities*



Process Goals

- To provide a road map that will enable executives to align their personal and professional goals
- To help executives understand and manage their behavior under pressure, which is essential to achieve and maintain the **Ideal Performance State (IPS)**
- To empower executives by making them aware of the power of the mind-body connection, so they can operate more effectively, both at the interpersonal and team levels
- To provide executives with lateral thinking tools that will enhance their capacity to think creatively and find alternative solutions in a variety of situations
- To introduce executives to effective performance design tools to refine their goals, overcome barriers and define action plans in the context of their individual, professional and social roles
- To integrate the individual training process with the corporate culture, a sure way to consolidate the overall progress of an organization

Process Benefits

At the end of this insightful, comprehensive process you will:

- understand how the mind-body connection influences your behavior under pressure
- manage your emotional responses by using effective mental and physical strategies
- design a personalized road map to achieve and maintain your lifelong performance goals
- have more physical and emotional energy available throughout your weekly schedule, thanks to compact yet effective workouts
- become more resilient and resourceful in the face of obstacles and disagreement
- interact with others in the organization in a more effective and constructive way by developing new ideas out of solution-design instead of resorting to argument and criticism
- transfer your peak performance mastery to your relationship with your colleagues and your clients

Methodology

- 1) **Inventory:** You will be introduced to the fundamentals of peak performance, followed by intensive analysis of your lifestyle and working patterns.
- 2) **Training Plan Development:** You will create a personalized training plan to increase your physical, emotional and mental energy overtime. The application to team training issues follows a specific model and group exercises.
- 3) **Commitments:** You will commit to achieving measurable results, which you will monitor through specific charts.

The Process Director employs a variety of training tools, such as: personalized inventories, questionnaires, tests, workshops, group discussions, flow diagrams, video examples, physical and mental exercises, role-playing, study binders, guide charts, reading recommendations and a personalized plan outline.

Performance Architecture - Process Units

1. Definition of the Peak Performance model for Executives
2. Components of the Ideal Performance State [IPS]
3. Understanding Stress and Recovery Training
4. Training Your Performer Self
5. Living the Peak Performance model
6. The Corporate Team Training Process



Research Background: Peak Performance and Sports Science

The study of peak performing athletes conducted in association with Dr. James Loehr, author of *Mentally Tough* and *The Power of Full Engagement*, illustrates the following fundamental points:

- Pressure is more or less a burden depending on **how we perceive it**.
- We have a **REAL Self** (how I normally like to feel) and a **PERFORMER Self** (how I need to feel to perform under pressure). Under pressure, we must summon all our Performer Self skills to deliver what's required from us.
- **The ability to summon positive emotions** during periods of intense pressure lies at the heart of effective leadership.
- Peak Performance **is a learned skill** that we improve through **training**.
- **Energy**, not time, is the fundamental currency of Peak Performance. Performance, health and happiness are grounded in the skillful management of energy.
- Full engagement requires drawing on four separate but related sources of energy: **physical, emotional, mental and spiritual**.
- We must balance energy expenditure with intermittent energy renewal (**making waves**).
- To build capacity, we must push beyond our normal limits, **training in the same systematic way that elite athletes do**.
- **Positive energy rituals** - highly specific routines for managing energy - are the key to full engagement and sustained high performance.
- Making lasting changes requires a three-step process: **Awareness, Commitment and Transformational Work**.

Beyond Personal Best: "Value the Individual. Strengthen the Team"



Teambuilding is creating a work culture that values collaboration. In a teamwork environment, people understand and believe that thinking, planning, decisions and actions are better when done cooperatively. Team members recognize, and even assimilate, the belief that "none of us is as good as all of us."

"The single most important issue confronting the leadership of collaborative organizations (...) is how to pose problems and opportunities in forms that will elicit and inspire a collaborative response." - *Michael Schrage*

Performance Architecture – A Blueprint for Team Performance

During the process executives **share knowledge** on how to achieve Team Responsiveness and Performance Acceleration, following a systematic approach that will allow the team to:

- Recognize the potential to increase the team's performance
- Instill confidence in the team
- Develop a shared vision and set high performance goals
- Encourage the team to visualize the successful execution of tasks
- Adapt to upcoming changes with positivism and resiliency

Markers of Peak Performing Teams

1. They produce **measurable results**
2. **The purpose of the team is clear** and members feel it is worthwhile
3. Members feel **invested** in the success of the team and **accountable** for the output of their team
4. They seem to have fun doing it, even when they are working harder than most other groups. There is an observable **spirit and energy**
5. People understand and embrace **their roles**
6. They have **transparency**. Issues and concerns are used as a healthy way to surface diverse points of view and generate creative solutions
7. **Trust, collaboration and candid discussion** are evident
8. The team does not lose sight of its goal and become enmeshed in power struggles. Instead, the eye is clearly focused on achieving the team's mission and moving toward the vision

On the power of a common vision:

"The power of visionary leadership comes from knowing that you already are what you want. The task you are now involved in is to develop your strategy for dealing with your arrival and to help others understand and act on your new reality."

- Dudley Lynch and Paul Kordis, authors of *"The Strategy of the Dolphin"*

About Carlos Salum, Performance Architect



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 Performance Architecture applied to executive training and corporate events' management. His clients are located in the United States, Europe and Latin America. Salum regularly lectures on Performance Architecture for corporate audiences, which include *Bank Julius Baer*, *ABN AMRO Private Banking*, *Benfield Group*, *US Air Force Academy*, *Swiss Military Leadership Academy*, *Manres AG*, *Information Management Group*, *KPIT Cummins*, *Decision Support* and *The Neurological Institute*, 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. This work 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 Italian Davis Cup Team, 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.

Company Overview

- Salum International Resources is a management consulting company focused on Performance Architecture, serving corporations that utilize executive education as a strategic tool for improving organizational performance, enhancing competitiveness and changing cultures
- We design and deliver learning experiences in the areas of Leadership, Sales and Innovation

Company Objectives

- Facilitate understanding of the fundamentals of Performance and their connection with Value-delivery and Profitable Results
- Enhance the application of Leadership, Sales and Innovation Performance Blueprints at the individual and corporate level
- Transfer the Knowledge, Skills, Attitudes and Habits required to go Beyond Personal Best and become peak performing executives
- Deliver Performance Acceleration Training for managers and executives so they can successfully lead across and within their business units
- Create memorable, experiential learning events that accelerate the absorption of transformational concepts
- Utilize powerful thinking tools to facilitate the design of new individual and corporate worldviews and achieve enduring success

For a complete corporate profile, please visit www.saluminternational.com/profile.htm

Peak Performance Video Gallery ["Peak Performance and the Mind" – Global Project]:
www.saluminternational.com/ppmind.htm

www.saluminternational.com/pavideo.htm