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Carlos Salum, President

The Tennis Master Class



Carlos Salum has 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.

He has also participated in ground-breaking research in peak performance training with Dr. Jim Loehr, Dr. Nick Hall, Dr. Jack Groppe and Pat Etcheberry, who are regarded as some of the world's leading sport scientists. As a tennis teaching professional, he has taught thousands of players from all skill levels in Latin America, the United States and Europe.

He also collaborated with Dennis van der Meer, the legendary "teacher of teachers," and with Gerry Wortelboer, former Argentine Davis Cup Captain. Carlos has lectured at the ITF Worldwide Coaches Conference, the PTR Symposium and conducted his highly successful "Successful Tennis Marketing" course for worldwide audiences.

The Tennis Master Class is a unique opportunity to learn the lessons inherent in the tennis game, which can be applied to improve your tennis performance but also to improve your career and the quality of your life. You will benefit from understanding how your brain works, how tennis allows you to expand your physical and emotional power, and how to monitor your progress overtime in a systematic way. Effective Technique, Mental Toughness, Geometry of the court, Percentage Tennis, Tactical Judgment and Competitive Training are some of the tennis-specific topics discussed.

Using tennis as a tool and a metaphor, this special course focuses on the following aspects,:

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| FOCUS | 1. Refining Your Sense of Purpose |
| | 2. Discovering the Power of Your Values |
| | 3. Expanding our Sources of Inspiration |
| ENERGY | 4. Anticipating and Mastering Change |
| | 5. Managing your Physical, Mental and Emotional Energy |
| BREAKTHROUGH | 6. Performance, Identity, Fulfillment and Congruency |
| | 7. Balancing Achievement, Fulfillment, Significance and Legacy |

The Tennis Master Class - Course Description

Tennis is a game of **emergencies** that requires a balance between technical, tactical, physical, emotional and mental skills. Great tennis competitors learn how to balance their understanding of the geometry of the court with their judgment to execute the appropriate strokes under pressure.

To be highly efficient, they 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, tennis players will show inefficient behaviors such as tanking, anger or choking.

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

Why do we need Mental Training?

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. **But by making strong and productive habits as competitors we become mentally tough.** Course participants have a chance to learn mental skills to improve their tennis and also to improve their lives. The same skills that they learn to play high performance tennis will be applicable to their lives as **peak performers**.

In the realm of Peak Performance Training, working on your tennis, 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 sustain exemplary performance.

The Tennis Master Class shows you how you can greatly accelerate this process. What you do every day is a mental exercise that increases your mental dexterity. The real game you are playing is a game called **the self**.

Peak Performance on the Court and in the Boardroom

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

The quality of your life as a business executive is directly proportional to your ability to manage your physical, emotional and mental energy. 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.

Sports like tennis 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 focused"—is as essential as physical ability, technical mastery, and knowledge of the game. 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 "**The Ideal Performance State [IPS].**"

The Tennis Master Class will teach you how to achieve and maintain your **Ideal Performance State [IPS]** by expanding your physical, emotional and mental skills through systematic training. Your personalized training plan will allow you to improve both your efficiency and effectiveness in practical, sustainable and measurable ways.

Peak Performance and Sports Science

The study of peak performing athletes conducted by 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**.
- Peak Performance Training is a process for clarifying and dynamically aligning your purpose, mission, and values and then developing the physical skills, mental skills and training resources that enable you to perform at your Ideal Performance State (IPS) on demand, under pressure.
- **Energy**, not time, is the fundamental currency of Peak Performance. Performance, health and happiness are grounded in the skillful management of energy.
- The new paradigm of Peak Performance relies **on the power of full engagement**:

Old Paradigm	New Paradigm
Manage Time	Manage Energy
Avoid Stress	Seek Stress
Life is a marathon	Life is a series of sprints
Downtime is wasted time	Downtime is productive time
Rewards fuels performance	Purpose fuels performance
Self-discipline rules	Rituals rule
The power of positive thinking	The power of full engagement

- 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**.

The Tennis Master Class – Course Logistics

Target Audience

Business executives and entrepreneurs aiming to attain and sustain Peak Performance (productivity, effectiveness and emotional intelligence) in their lives while improving their competitive tennis skills.

Number of Participants

Between 8 (eight) and 24 (twenty four) participants [Ideal number per group: 12 participants]

Tennis Proficiency Level: NTRP 3.5 and upwards (some competitive experience; deals with pressure)

Course Duration

Three to Five days (8 hours per day), depending on location and number of participants

Goals

- To provide a road map that will enable participants to align their personal and professional goals, including the achievement of their tennis-specific goals
- To help participants understand and manage their behavior under pressure, which is essential to achieve and maintain the Ideal Performance State (IPS)
- To provide participants with lateral thinking tools that will enhance their capacity to think creatively and find alternative solutions in a variety of situations
- To introduce participants 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 a global organization

Benefits

At the end of this insightful, comprehensive course 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 tennis 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 behavior 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. You will use tools such as The BrainMap® and the Asset Report® to identify your thinking base and understand how to maximize your thinking skills while collaborating with others.
- 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. Your group will provide feedback and encouragement

Training Tools

The Course Director employs a variety of training tools, such as: on-court tennis exercises, video-taping, 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.

Technical Requirements

- LCD Projector compatible with Windows XP and optional S-Video Out Cable connection
- Projection screen
- Back-up LCD Projector lamp or back-up LCD projector
- Flip-charts with new color markers
- Table or podium for laptop with safe connections to laptop and audio system/speakers
- Photocopies of Course Manual in hard-cover binders – One binder with photocopies per participant
- Copies of Beta Mind Tools' bundle developed by Brain Technologies Corporation
- Coffee Breaks: Request the inclusion of high protein/low carbohydrate snacks, such as cereal bars, nuts, yoghurt and fruits.

Course Director

Carlos Salum - President, Salum International Resources, Inc. - USA

Fee per Person: \$1,495 (*Includes all instructional materials, catering, video-analysis, court fees, personal meeting and reports*). Payable by check at the start of the yearly cycle in one installment.

Salum International Resources - 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
- Performance Architecture is a process for aligning knowledge, skills, attitudes and habits to formulate a customized action plan (a performance blueprint) that helps executives go beyond perceived limitations (beyond personal best) and achieve specific goals
- We design and deliver learning experiences in the areas of Leadership, Sales and Innovation

Company Objectives

- To facilitate understanding of the fundamentals of Performance and their connection with Value-delivery and Profitable Results
- To enhance the application of Leadership, Sales and Innovation Performance Blueprints at the individual and corporate level
- To transfer the Knowledge, Skills, Attitudes and Habits required to go Beyond Personal Best and become peak performing executives
- To deliver Performance Acceleration Training for managers and executives so they can successfully lead across and within their business units
- To create memorable, experiential learning events that accelerate the absorption of transformational concepts
- To 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