



The Peak Performance Circle

A comprehensive approach to help Executives and Entrepreneurs design their personalized Peak Performance Blueprint

- *What do peak performers in sports and business do exceptionally well?*
- *How do their skills and routines translate into helping you achieve excellence?*
- *What motivates high achieving executives to meet increasingly complex challenges?*
- *How can you find fulfillment within the fight for survival and profitable growth?*
- *How can CEOs inspire their organizations to design breakthrough achievements?*
- *How can you lead by example and leave a path for others to follow?*

Purpose



True achievement means discovering your identity, expressing your uniqueness, creating value and leaving a path for others to follow



- **Peak Performers** in sports and business achieve success by **being focused, by managing their energy and by constantly designing breakthrough solutions**
- **Performance Architecture** is a systematic approach that facilitates the alignment of your knowledge, skills, attitudes and habits to help you attain and sustain Peak Performance
- **Performance Architecture** is based on training principles used by **world-class athletes and teams** to win in sports, which can be applied to achieving excellence as a business performer
- **The Peak Performance Circle** is a curriculum that applies Performance Architecture to help you integrate these three key “**value design**” factors:
 1. **Focus: Identifying the Right Things to Do**
 - Broaden your perspective and expand your possibilities
 - Define goals, objectives, inspiring visions and strategic spin-offs
 2. **Energy Management: Doing Things Better**
 - Expand your energy capacity to respond to multiple challenges
 - Increase your influence by instilling energy and purpose in others
 3. **Breakthrough Design: Doing Better Things**
 - Surpass existing parameters to mobilize others towards positive change
 - Accelerate your transformation and generate exponential growth
- **The Peak Performance Circle** facilitates the formulation of your personalized action plan (**your Peak Performance Blueprint**) to go beyond your “personal best” and achieve exponential results as a leader

Who Should Attend

Executives and Entrepreneurs seeking to achieve and sustain Peak Performance

Your Compelling Reasons to Attend



The Peak Performance Circle is the Executive Round Table: A place of equality for similar yet distinct visions where all are heard, yet none are favored
A place to clarify and simplify
A place to strategize and build
A place of integrity and respect, of true stewardship.
The Arthurian Legend's Round Table is the meaning, the metaphor and the philosophy.

1. Focus: Identify the Right Things to Do

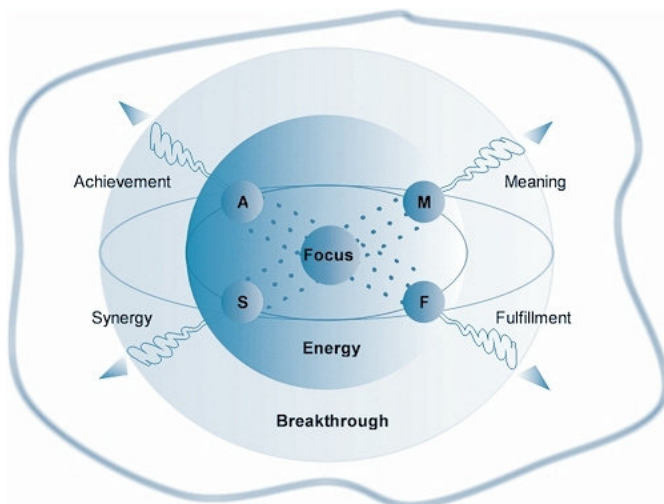
- Explore your thinking base (how you process information)
- Align your values and beliefs (what drives you)
- Enhance your decision-making and leadership styles
- Identify your passion and uniqueness to craft your Mission
- Broaden your perspective to expand your Vision
- Expand your possibilities to refine your goals
- Get valuable, direct feedback from experienced businesspeople

2. Energy Management: Do Things Better

- Operate in your Ideal Performance State
- Create a personal training plan to increase your energy capacity
- Train your Challenge Response to become resilient under pressure
- Schedule focused, planning and recovery days every week
- Engage in meaningful and purposeful action
- Balance achievement and fulfillment (attain > appreciate > aim higher)
- Monitor your progress and calibrate your Blueprint
- Create energy in others to help them reach new performance levels

3. Breakthrough Design: Do Better Things

- Accelerate your transformation by removing obstacles and constraints
- Design breakthrough tactics with the potential to surpass your initial targets
- Collect thinking templates that can accelerate your effectiveness
- Incubate ideas in "idea banks" that might help trigger innovations
- Design a path of continuous learning and improvement
- Promote synergy inside and outside of your organization
- Generate exponential growth while leading by example
- Develop and nurture strong networks with a select group of performers



"Do you want to be a positive influence in the world? First, get your own life in order.

Ground yourself in the single principle so that your behavior is wholesome and effective.

If you do that, you will earn respect and be a powerful influence. Your behavior influences others through a ripple effect. A ripple effect works because everyone influences everyone else. Powerful people are powerful influences."

- John Heider, "The Tao of Leadership"

Leaders Create Powerful Waves of Exponential Growth

Goals of The Peak Performance Circle



- To provide a **Peak Performance Blueprint** that will enable you to align your personal and professional goals
- To help you understand and manage your behavior under pressure, which is essential to achieve and maintain your **Ideal Performance State (IPS)**
- To make you aware of the power of the **mind-body connection**, so you can align your energy and operate more effectively as a leader
- To provide you with **creative thinking tools** that will enhance your capacity to find alternative and original solutions in a variety of situations
- To introduce you to effective **performance design tools** to overcome barriers and define action plans
- To integrate your individual training process into your organization’s culture to influence and sustain **exponential growth**

Your Benefits as a Peak Performer



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

- act on your Peak Performance Blueprint to achieve your life goals
- manage your emotions under pressure by using effective mental and physical strategies
- become more resilient and resourceful in the face of obstacles and disagreement, resorting to creative thinking to find value in every exchange
- 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 associates, your employees, your providers and your clients
- nurture a network of like-minded business performers with whom you can share resources, ideas and opportunities

Format

Yearly Schedule Format	6 Meetings per year (every 6 to 8 weeks)
Meetings Duration	2 ½ hours
Workshop Format	2 ½ -day Weekend Retreat (18 hours)
Number of Participants	Minimum 6 – Optimal 8 – Maximum 10
Meeting Structure	Interactive – High Participation Level

Methodology

- **Inventory:** You will be introduced to the fundamentals of peak performance, followed by intensive analysis of your lifestyle and working patterns
- **Peak Performance Blueprint Development:** You will create a personalized action plan to achieve exponential results
- **Commitments:** You will commit to achieving measurable results, which you will monitor through specific charts on a weekly and monthly basis



“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”

Fee per Person**\$750.00** - includes \$200.00 for learning materials*Not Included: Travel, lodging, meals, meeting room and A/V equipment expenses***Learning Materials**

The Peak Performance Circle employs a variety of training tools, such as: performance inventories, questionnaires, tests, workshops, group discussions, flow diagrams, video examples, physical and mental exercises, role-playing, study binders, guide charts and reading recommendations

Confidentiality

All discussions, input, output and all types of communications during the Peak Performance Circle are Confidential and will be protected by a Confidentiality Agreement

CARLOS SALUM – The Performance Architect

Carlos Salum is the President of Salum International Resources, Inc., a management consulting firm based in Charlotte, North Carolina, USA. He's the developer of **Performance Architecture**, a process that helps executives design a personalized blueprint for achieving peak performance, based on key training principles utilized by world-class athletes and sports teams.

His clients list includes [Julius Baer Bank](#), [HSBC Private Bank](#), [ABN AMRO Private Banking](#), [Heritage Bank](#), [Bausch & Lomb](#), [Benfield Insurance Group](#), [Manres AG](#), [Information Management Group](#), [Decision Support International](#), [The Neurological Institute](#), [The New York Knicks Organization](#) and [The Professional Tennis Registry](#). He has given keynotes to [Credit Suisse Private Banking](#), [KPIT Cummins](#), [the Public Relations Society of America](#), [the Swiss Army Leadership Academy](#) and [the US Air Force Academy](#), among other organizations.

As an executive, Salum held management positions in the sports marketing and information technology industries. As a peak performance expert, he has participated in ground-breaking research with some of the world's leading sport scientists, such as Dr. Jim Loehr, Dr. Nick Hall, Dr. Jack Groppel and Pat Etcheberry, with whom he coached some of the world's top athletes. 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.

In addition Salum has organized sponsored events featuring world-renowned creative thinking experts like Dr. Edward de Bono, Richard Saul Wurman and Dudley Lynch. He collaborates with Promostudio, Italy, in the promotion of The Nobels Colloquia worldwide, an exclusive event featuring Nobel Laureates in Economics. 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.

For a complete profile, please visit <http://www.saluminternational.com/>

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