

# PeakPerformanceLeadership

## The Art & Science of Inspiring Hearts & Motivating Minds

Charisma – Influence – Personal Power  
Ignite, Rally & Lead Team Passion & Engagement

Creative Use of Neuro-biology, Physiology & Psychology to Optimize Your Managers for Peak Persuasive, Influential Power

Highly Active, Adult-learning Techniques to Affect Change Where Your Mindset, Habits & Skills Reside



*“Thank you for blowing away my expectations.  
I highly recommend Chris.”*  
~John Cyprus, **CEO, Ameritec**

*“Chris gave me great tools for motivating my people.”*  
~Dina, Manager, **San Jose Public Utilities**

*“It’s going to benefit me professionally AND personally.  
I didn’t expect that. BONUS!”*  
~ Julie, **Santa Clara Supervisor**

## Your Guaranteed Outcomes

### Leadership to Inspire Passionate Engagement

Unlock & Unleash Individual & Team Potential

Most training is only conscious-brain *knowledge dump*.

But our training engages change in your *subconscious brain*, which is where neuro-science shows our habits, behaviors and skills all reside.

- Model & inspire **Passion & Purposeful Engagement**
- **Increase Trust** – necessary to peak productivity
- Lead with **Powerful Presence & Charisma**
- Clarify, personify & inspire team **Values & Purpose**
- Craft & nurture team **Connectivity & Community**
- **Vaporize** the **obstacles** that hold you back from “great”
- **Build Magnetic Rapport**
- Develop your **Persuasive Communication Skills**
- Become a **Powerful Force of Inspiration**
- Build a team of **Servant-Leaders** with **Shared Purpose**

*“Chris is entertaining & relevant.  
He had tons of great leadership advice.  
I can’t wait to apply it.”*  
~ Amathyst, **Division Director**

*“Today was exceptional.  
I am walking away with a great  
deal of knowledge & I’m excited  
to employ what I’ve learned.”*  
~ April, **Sr Administrator,  
Pacific Mobile**

# Exciting, Lasting Change

## Make it Stick

- Knowledge is NOT power. The effective, habitual use of knowledge is power
- We use training techniques to create “sticky,” **SUB**conscious change

## Change Principles

### New Mind-, Skill- & Behavior-sets

- Optimism Bias: Studies show we are not as good as we think we are. And...
- Neuroscience shows that our skills, habits & behaviors come from our **sub-conscious** brain, not our *conscious* brain
- Most training only introduces *information* into our *conscious* brain. This is why most training results in no change. **BUT not with us...**
- We will train you with exercises that begin inserting new, optimized mind- & behavior- & skill-sets into your **subconscious** brain

### Accept that We are Naturally Insane

- Einstein said “insanity is doing the same thing over & over, expecting a different result”
- We all want & need more, which requires getting more *from* ourselves, which requires...
- ...new, improved mind-, behavior-, & skill-sets

### Most Training Changes Nothing

- We won't waste your time, as most training does, with information-dump. We'll help you literally rewire your subconscious brain for new, optimized mind-, behavior- & skill-sets

## Get the Industry's Most Effective & Exciting Trainer

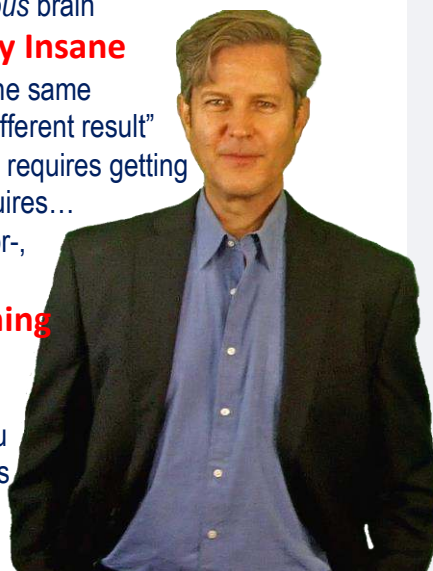
There are many good trainer/speakers out there – but few great. Most only offer leadership *concepts*, which are interesting, but useless. Chris will begin to rewire your subconscious brain(s) for new *mind-, skill- & behavior-set changes*.

When you choose Chris, you will benefit from his unique ability to retrain your subconscious for World-class, Peak Performance Leadership Skills – optimized mindset, behavior, rapport, charisma & persuasion skills.

Also, Chris is the best choice because, unlike most trainers, Chris has tons of *real-world* experience. He understands your pains, needs & issues first-hand. Chris has experienced your kind of real world experience... (see below)

Chris has succeeded at peak levels as a **Corporate Speaker/Trainer**, **Fortune-20 Vice President** in Corporate Finance & BizDev (sourcing/managing well in excess of \$1-billion in Corporate Alliances), as an **Entrepreneur/CEO** (selling his first company) & as a **stage, film & TV actor (including a #1 TV show)**.

**“You will reach your organization's greatest potential using Chris”**



# Training Focus

Whole-mind/whole-body training - anchored in neuroscience & psychology

## I. LEAD YOURSELF: Presence/Passion/Purpose

Be the Change. Inspire the Way. We must lead ourselves before we can lead another. People follow our habitual behaviors & actions, not our words

- Learn & practice techniques for you to **master peak passion, engagement & productive action**
- Discover, practice & master heightened **presence, charisma & influence**
- Learn how to lead yourself & others to **habitual, peak mindset, persuasion & performance**
- Clarify & imbed your core mission & values in your *subconscious*, so you automatically live & act from your highest position of positive influence

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## II. LEAD OTHERS: Build Rapport & Shared Purpose. Communicate, Connect & Cultivate

- Use **Systems & Structures** to indoctrinate, inculcate & habituate the 3P's, 3 V's & 3 C's of Leadership

### The 3 P's

- **Presence**—Research shows Presence is foundational to Peak Performance, Leadership & Charisma
- **Passion/Purpose**—Leaders are clear, expressive & action-oriented in their Passion, inspiring others
- **Personal Power**— Leaders feel, embody & exhibit great confidence, personal power & efficacy

### The 3 V's

- **Vision**—Leaders instinctively & habitually imbue their words & deeds with their Passion, Purpose & Values
- **Values**—Leaders identify shared organizational values with their team – ones that facilitate Purpose – they personify their values in every action
- **Velocity**—Systems to create a culture of habitual urgency, focus & constant priority-based productivity

### The 3 C's

- **Communicate**—the glue to rapport & productivity
- **Care**—passionate team-mate focus & commitment
- **Cultivate**—leaders develop others' exceptionalism

### Bonus C

- **Charisma**—Unique to you, but always rooted in Presence, Power & Passion (for people & purpose)

### Systems & Structures

- Leaders establish operational & cultural systems to codify, ritualize & facilitate Peak Performance mind-, behavior-, and skill-sets – and *peak results*