



John Eliot, PhD.

Performance Improvement Programs

Leigh
Bureausm
W.ColstonLeigh, Inc.

TANDEM ENGAGEMENTS

With Dr. John Eliot

Thanks to Dr. Eliot's successful, strong, "inside" relationships with elite performers in a wide range of fields, the Leigh Bureau has the rare opportunity to book one of a kind, innovative, dynamic **tandem engagements**—a leading author and consultant delivering content in person with someone who has applied and role modeled the very same content to become the best in the world. This special offering allows audiences first hand education in real, functional, sustainable application of cutting edge performance principles, at an incredible value to cost ratio.

DOUGLAS BOYD

Olympic Swimmer, Number 1 Sprinting Coach in the Country

LANCE BERKMAN

MLB All-Star, MVP, Houston Astros Leading Hitter

CHARLES BARKLEY

Legendary NBA All-Star and TV Commentator

RACHEL DRATCH

Actress and Comedian, Saturday Night Live

HOWIE LONG

NFL Hall of Fame, Actor, Television Personality

DAVE MATHEWS

Multiple-time Grammy Winning Musician

JOSH DAVIS

World Record Holding Swimmer, 3-time Gold Medalist

DAN O'BRIEN

World Record Holder and Olympic Gold Medal Decathlete

PETER SCHUTZ

Former Turn-around Artist CEO of Porsche

PHIL MAHRE

World Cup and Olympic Champion Skier

ERIC THOMAS

3-time Olympic Hurdler

MIA HAMM

USA Women's Soccer Captain, World Cup Champion, Role Model to Women and Girls Worldwide

NICK LOWERY

NFL Hall of Fame Nominee, Record Holding Kicker

MARC IAVARONI

NBA Champion and Phoenix Suns Coach

GARY McCORD

Legendary Winning PGA Golfer and TV Commentator

JIM BEATTIE

Former Major League Baseball Chief Executive, GM

BRIAN BRONSON

World Record Holding Olympic 400 Meter Sprinter, Cancer Survivor

CARL LEWIS

Most Decorated U.S. Track and Field Olympian and Record Holder in History

EMMITT SMITH

Retired NFL Running Back, NFL Career Rushing Record Holder

DR. STAN HARRIS

World Champion Martial Artist, 1 of less than 100 10th Degree Black Belts in the World

DR. JOHN JANE

Renowned Brain Surgeon who saved Christopher Reeve's (Superman's) life

GEORGE FOREMAN

Entrepreneur, Former World Champion Boxer

ROLANDO BLACKMAN

Former NBA All-Star, Olympic Basketball Player, Dallas Mavericks Coach

REGGIE WILLIAMS

Former NFL All-Star, CEO of Disney Sports

DR. MAE JEMISON

First Female African-American Astronaut in Space, Medical Missionary

DR. C. EVERETT KOOP

Dartmouth Medical School, Former U.S. Surgeon Gen.

DAVE STIRTZ

World War I and II Ace, Retired Top Gun, NASA, and Stunt Pilot

ALL-STAR TEAMS

The side columns represent a sampling of polished, audience capturing, speaking teammates of Dr. Eliot's (subject of course to limited availability).

EVENT FORMATS

Duel Presentations

Dr. Eliot and an Olympian, Astronaut, Performing Artist, or other guest share the stage, bouncing ideas of each other, joining their energy to give the entire address together.

Sequenced Presentations

Dr. Eliot and his guest give distinct addresses one after another, the elite performer sharing his or her personal inspiring story followed by Dr. Eliot pulling it together with science, education, and take-home application.

Q&A Panels

Dr. Eliot gives a keynote address followed a "panel" with his guest to answer questions, sign autographs, and so forth.

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PERFORMANCE CHATAUQUAS

Content Mock-Up

OVERVIEW

Seminars and lectures are excellent tools for learning about human performance principles that impact bottom line productivity. Putting executives, employees, and clients in an active, hands-on learning environment, however, creates a whole new level of take-home benefit from retreats or workshops – not to mention an exceptional amount of fun!

Instead of sitting in a boardroom or hotel conference hall, *Performance Chatauquas* engage participants by literally putting the ball in their hands. The Chatauqua uses an energizing, competitive challenge that is mentally stimulating, and relatively novel for the group as the backdrop. Here are some of the activities we could use:

- Snowboarding
- Fencing
- Polo
- The Martial Arts
- Fly Fishing
- Hang Gliding
- “Lost” Ancient Sports
- Golf or Speed Golf
- Scuba Diving
- Cricket

Participants spend an initial portion of their time learning how to become skillful at the sport, thinking through strategy and practicing successful execution. The group is taught by a world class expert.

To ratchet up the experience, the group can be joined by elite guest performers from other fields – such as Olympic or Hall of fame athletes, Grammy winning musicians, NASA astronauts, renowned physicians, Top Gun pilots, or Academy Award winning actors. A small number of these individuals learn side-by-side with attendees.

Coming off of each active learning session, participants sit around a fireplace or pub, along with the guest performers, and engage in deep conversation about excellence—what it takes to be the best, how to get on top and stay on top, building and leading dynasty teams, creating innovation and progress—just as an example.

Imagine:

- Learning how to fence from a three-time Gold medalist ...
- Then swapping stories and chatting the evening away about the secrets of success with this same all-star team.
- Trying your hand at competing in the sport against George Foreman, John Grisham, Yogi Berra, Cal Ripken, and Jim Lovell ...

LOCATIONS

Secluded resorts in places like Jackson Hole, Kiawah Island, Costa Rica, Loch Ness, etc., or at sites local to a participating organization.

GROUP SIZE AND PROGRAM DURATION

5 to 15 participants (not counting elite guests).
1 to 4 days, completely tailored to an organization’s needs and wishes.

SAMPLE DAY

- 8:00 Breakfast: Smoothie Exercise
- 9:00 Organization’s Internal Business (if desired)
- 11:30 Peak Performance Lunch
- 12:30 Learning Mode: Golf, Cricket, Fencing, Hang Gliding, etc.
- 3:30 Roundtable Discussion Mode w/Hall of Fame guests
- 5:30 Break
- 7:00 Dinner & Social Time (and/or evening entertainment)

SPORTS MEETINGS, RETREATS & ADD-ONS

A champion athlete himself, John has strong personal skills in a lot of sports and a great deal of experience working with professionals in almost every athletic activity. He offers programs that combine leadership performance work related to your business roles with athletic performance training in the sport of your choice. Golf—the nearly universal sport of business people—has been the most popular, but he can apply the same approach to tennis, hitting baseballs, shooting free throws, or really any other sport a company would be interested in using as a backdrop for hands-on learning. These can be stand-alone offerings for key clients, senior executives, or any other preferred group; or they can be an add-on to one of John’s keynotes or seminars. Here’s how one of these events might go, using golf as an example:

- [1] Walk an entire round with 2-4 executives, coaching them the entire day, sharing stories, and having fun.
- [2] For company tournaments, or larger groups who are playing a round, I’d stay at one hole and share lessons with everyone that came through.
- [3] Doing a clinic of sorts on a putting green, driving range, or practice hole. This would be good for roughly 20 people or less and could be structured to be 1-2 hours (maybe more if they really wanted to focus on learning performance principles through golf).
- [4] Setting up a mock golf drill that could be done in a conference room as part of a more traditional address.

Help your clients—
or your executives—
improve their golf
game *and* their business performance.

4 1/2-DAY OR FULL-DAY SEMINARS

As for a 1/2 or full day seminar that doesn’t include an active sport element, depending on a client’s specific needs and interests, a general outline would include at least:

- 1 interactive meal, participants learning some peak performance nutrition
- 2-4 hours of interactive presentation, outlining a success process model
- 1-2 short breaks for performance snacks and drinks
- 1/2-1 hour actively learning about a physiological element of “work fitness”
- 1-2 hours of hands-on drills or exercises to reinforce lessons learned during the lecture and discussion of the success process model
- 1 post-seminar optional/open Q&A/book signing session, if desired

We offer some ideas for workshop topics, beginning on the opposite page, and, just to the right, some common methods of delivery.



COMMON METHODS OF DELIVERY

ONE-ON-ONE COACHING

Purpose: Assisting executives or employees with improvement of their individual performance. This can take the form of on-site consulting visits and/or a telephone consultation resource.

INDIVIDUAL TALKS OR WORKSHOPS

Note: Individual seminars are not limited to the topics outlined above. Every lecture Dr. Eliot conducts is based on a needs assessment and specifically tailored to an organization.

THREE DAY OR LONGER ON-SITE EVALUATIONS

Purpose: Evaluate the performance culture within a company or working team and provide action oriented feedback on improvement, promoting excellence, and increasing productivity.

HANDS-ON PERFORMANCE SESSIONS

Method: Using golf, tennis, or another sport to allow participants to learn, try, and test new performance enhancement strategies in a live setting. Not only is a fresh air, active “clinic” format a great deal of fun, team building, depth of learning, and sustainability of learning are key advantages. (Participants also enjoy the bonus derivative of lowering their weekend sports handicap!)



SOME WORKSHOP & SEMINAR TOPICS

THRIVING UNDER PRESSURE

Any worthy accomplishments, at least those engendering feelings of pride and fulfillment, rest on one's ability to tackle obstacles, handle high-pressure stakes, and come through in the clutch. If you are invested in excellence, you have to face the fire and admit that adversity and significant failure is part of what it takes to be great. Those who know how to thrive in difficult environments, how to use pressure as an energy bar, scientifically manipulate their own physiology, and get up even stronger after mistakes, are the ones we label champions.

MOTIVATION & THE SUCCESS PROCESS

With television media such a mainstay in our culture, we have the tendency to look at success from a “here and now” perspective. Barry Bonds is distinguished by his homerun tally (or steroid-accused physique), Pat Bradley by her LPGA victories, Bill Gates by his bank account. But these things are simply by-products. What actually makes people successful are the years upon years of consistent hard work and determination that they log in behind the scenes, before they were ever famous. Greatness doesn't happen overnight. Despite the media's glorification, it can't be achieved with quick fixes or shortcuts. Rather, it requires understanding the psychology of human motivation to develop an unwavering commitment to the process of success.

RECRUITING AND RETAINING GREAT PERFORMERS

The most famous coaches in history—Lombardi, Landry, Wooden, Weaver, Belichick, Jackson, Torre—were all great at devising strategy. But they also were masterminds at recruiting and retaining the best athletes. They knew how to read deeper than mere surface talent and statistics. They knew how to measure heart and will. They knew how to find diamonds in the rough. When the pressure was on, their teams were always packed with players who knew how to respond. As a business leader, your success is largely determined and judged by the performers you hire and the performers you keep.

LEADING A DYNASTY

Once you have a team of top performers working for you, you must create an environment in which they will excel. You must know how to manage Tiger Woods. It is not enough to assign goals and responsibilities, and then simply monitor a daily checklist. That's not inspiring at all. Great teams run on passion. They are about brilliance and innovation, not just following directives. To lead a championship team, it is crucial to understand what makes great performers tick, and then use that knowledge to build a Culture of Performance.

THE X FACTOR

Why, in a group of executives with equal talent and equal training, do the same one or two always seem to come out on top? They have the same professional skills as their peers, they put in equal hours and training, yet they repeatedly excel. Why? Because they also have an extra quality that we refer to as The X Factor—a difficult to grasp amalgam of winning attitudes, practices, and intangibles. Unfortunately, since it's hard to physically put a finger on it, people assume that you either have it or you don't. That's a mistake. With careful study and a lot of hard work, anyone can develop an X Factor.

OPTIMUM NUTRITION FOR PERFORMANCE

In today's demanding corporate environment, the mind and body are asked to sustain a high level of performance under a tremendous amount of stress. Diets that worked 10 years ago are no longer sufficient. It's akin to owning a high performance automobile. To win at Indy you wouldn't feed a racecar the same way you feed a Ford Taurus. In business, this means understanding the influence of nutrition, metabolism, and brain chemistry so that, as a company, you can maintain a healthier, more efficient team of employees.



MORE WORKSHOP & SEMINAR TOPICS

HEALTH & FITNESS IN THE WORKPLACE

The condition of your body is a fairly absolute determinant of your ability to withstand pressure, maintain concentration and effort, and fight off illness—all substantial factors in productivity, not to mention lowering insurance costs. This, of course, is not news. Companies are adding gyms to their list of resources, which is a great first step. But ask yourself honestly, are my employees taking advantage of this resource and gaining transference to their office contributions? What can be done during the workday, and in the workplace, to assure physical health, particularly toward the bottom line dimensions of concentration, time on task, human factors ROI, getting in The Zone, and so forth?

WORK-LIFE BALANCE

The developing and growing majority of our workforce grew up looking at the world through a very different lens than most of our current leaders. They value time and family over money; they are invested in making a difference and doing meaningful work. As this group increasingly represents the bulk of our employees it is crucial to tap their passion and propel them in areas that count. One of the most significant of these areas is quality of work life and balance.

THE TRAINING & TRUSTING MINDSETS

Field analysis has shown us that most corporations have a “hidden” source of growth, of which they are unaware, or are working on but need help tapping. The source: the Trusting Mindset, a significant performance enhancement “tool”. Performers are well educated on the Training Mindset, often to the detriment of fully understanding how and when to use the Trusting Mindset. Workshops focusing on these two phenomenon, how the brain really works, and how it all translates into success, tend to be considerably eye opening and informative.

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