

Speaking Session Abstract

How The Most Successful Professional Athletes Leverage Competencies, Process and Behavior To Achieve Peak Performance....And How Your Business Can Too

By Rick Peterson,
Major League Pitching Coach and Performance Behavior Authority
Special Advisor to Spring Lake Technologies



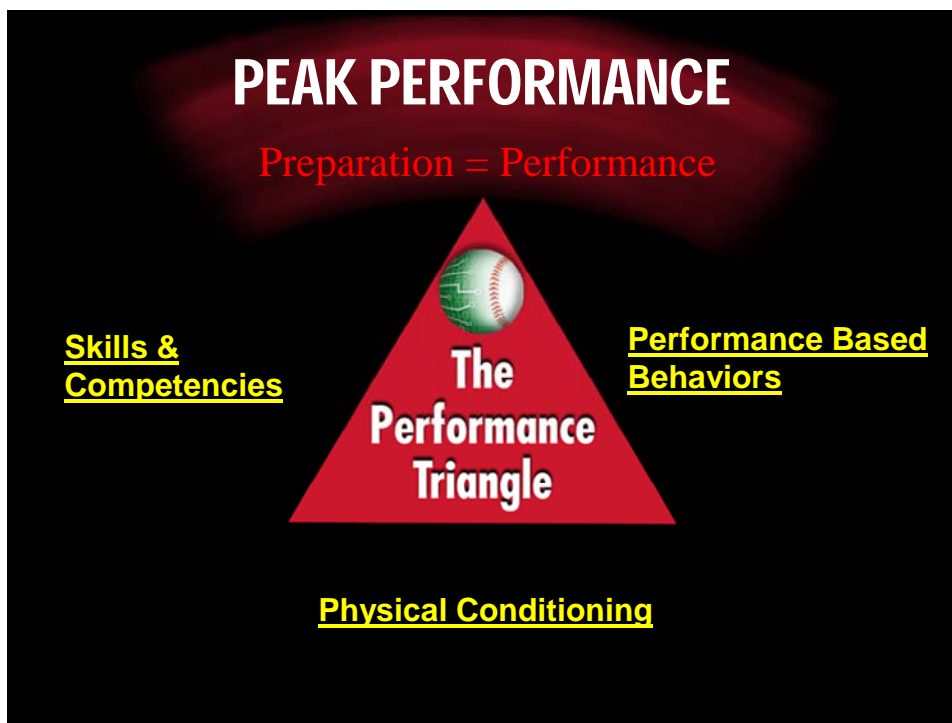
Rick Peterson is known throughout professional baseball as the leading practitioner for peak performance coaching. Over three decades, Rick combined athletic skills and the science of human behavior to achieve breakthrough results. His track record has been chronicled in Michael Lewis' best seller "Moneyball" (2004) and John Feinstein's "Living in the Black" (2008).

A lifelong "baseball guy" Rick has a specialty in Psychology and has helped some of the finest Major League pitchers of the modern era realize record breaking on-field results along with financial rewards and fame that few are capable of achieving. He co-directed the sports psychology program with the Chicago White Sox for five years and taught the personal leadership program to over 80 players. Rick has applied his unique methodologies with some of today's most successful athletes including Michael Jordan, Barry Zito, Pedro Martinez, Johan Santana, Tom Glavin, Roger Clemens, Frank Thomas, Jim Abbott, Jason Giambi, and many others.

His speaking sessions will cover how the methodologies for skills management and human behavior utilized by great athletes can and should be implemented by business professionals to achieve world class results. He reveals how the great athletes (A players) consciously trigger the right performance behaviors to get in the “zone” and outperform the B and C players....and how your business/sales team can too. His examples and stories are riveting and the audience always leaves excited and with a new approach to thinking about performance.

Known as the Pitching Professor, Rick has proven his approach is very successful. While with the NY Mets, he took the pitching staff’s ERA from one of the worst in major league baseball to the top three in the National League. While with the Oakland Athletics, his staff led the American League in ERA for two years posting a 3.63 in 2003 and 3.58 in 2002. Under his guidance the A’s finished in the top three in ERA from 1999-2003. Tim Hudson, Barry Zito and Mark Mulder all flourished under his tutelage. Each became a 20 game winner and Zito captured the 2002 Cy Young Award.

Rick has developed a methodology called the **Peak Performance Triangle**.



During his presentation he will:

- Outline the three pillars of the Peak Performance Triangle and how professional athletes have used it to transform their careers;
- How the critical approach to the mental aspect of professional sports applies to being successful in selling and leadership;
- Illustrate specifically the secrets behind performance based behaviors and how they enabled “B” and “C” players to perform more like the “A” team... and how you can apply this to your sales organization;
- Understand why an “A” performer on one team/company may not perform as an “A” on another team/company;
- How to predict which of your employees are likely to be “A” players;
- How create a performance profile your “B” and “C” players to understand how to coach them to perform more like the “A’s”;
- Introduce new ways your hiring process can be improved and how you can be sure you are hiring “A” players.

This session will outline how many forward thinking companies are already using Rick’s innovative ideas to elevate their sales performance in powerful ways.

Every year, companies spend millions of dollars on training their organizations regarding product, sales process, skills, and various selling techniques. The highest performing organizations of tomorrow will successfully integrate their best practices training with performance based behavior to leap frog the competition....using the same approach great professional athletes have for more than a half century.

For more information and a short video covering Rick’s principals, please go to www.rick-peterson.com