



## WILL MARRÉ

PERFORMANCE COACH, KEYNOTE SPEAKER

Will Marré is an expert in helping organizations develop cultures of fully engaged employees and a member of the Human Performance Institute's Advisory Board. Will is a contributing author to the Institute's recently released thought leadership book, *The Corporate Athlete Advantage*.

Will is the co-founder and former president of the Covey Leadership Center where he translated the concepts of *The 7 Habits of Highly Effective People* into powerful leadership courses taught to over one million executives world wide. Will is a renowned speaker on leadership and strategy and has been a leadership advisor to some of the world's top organizations.

In 2004, Will founded The American Dream Project to help leaders of the future create the next chapter in American and world history. Will recently received an Emmy® Award for writing the learning documentary *Reclaiming Your American Dream* that continues to air on PBS television stations throughout the United States.

The Human Performance Institute's science-based approach to fully engaging people's talent and skill grows out of over 30 years of experience in the arena of high performance. From the Human Performance Institute's living laboratory of high stress, it has become clear that managing energy, not time, is the single most important factor in sustained high performance. Effectively managing energy requires training like an elite athlete- not an athlete in sport but a Corporate Athlete®.

To increase capacity for performing under pressure, leaders must train strategically to improve their ability to expend and recover energy more efficiently and effectively. The Institute's technology of managing energy is measurement-based and is grounded in the sciences of performance psychology, exercise physiology, and nutrition.

The Institute's Corporate Athlete Course is designed to strategically help individuals and teams become more productive and effective under pressure by expanding their energy capacity and developing performance rituals to make systemic changes in both their personal and professional life. The Corporate Athlete training positively impacts organizational initiatives including Performance and Engagement, Health & Wellness, and Great Place to Work.

Corporate clients of the Human Performance Institute represent hundreds of Fortune 500 companies such as Procter & Gamble, The Estée Lauder Companies, Dell, FBI, GlaxoSmithKline, PepsiCo, and Citi Smith Barney.