



**LIFE HAS DEMANDS...  
DO YOU HAVE THE  
ENERGY?**

## **CORPORATE ATHLETE® COURSE**



### **SAN FRANCISCO**

### **Are You In a Personal Energy Crisis?**

Do you have the energy it takes to meet all the demands in your world? Are you investing enough energy in your health, job and personal life? Do you find yourself too mentally and emotionally drained to keep up with your busy schedule?

To get a major energy overhaul, join the Human Performance Institute's elite performance coaches at the **CLAREMONT HOTEL CLUB & SPA** for the upcoming 2½ Day Corporate Athlete® Course. Discover how to effectively and efficiently manage your personal energy, and learn how this proven, science-based approach to training will help you become physically energized, emotionally connected, mentally focused and aligned with your personal mission.

Effectively managing energy requires training like an elite athlete — a Corporate Athlete®!

### **Train Like an Elite Athlete. Perform Like a Champion.**

- Develop greater resilience in the face of non-stop stress
- Increase your energy capacity to revolutionize your workstyle and lifestyle
- Maximize performance and increase productivity in all aspects of your life
- Become fully engaged

### **How do we know our training is effective? We measure results.**

After participating in the Corporate Athlete Course\*:

- 77% successfully implemented permanent changes in their behavior
- 62% are more engaged with their family
- 65% are more engaged in taking care of their health
- 57% are more productive at work
- 61% are more likely to take positive action to make changes in their lives

\*Data provided by Performance Programs, Inc. who measured program participants from 2006-2008.



### **About the Claremont Hotel Club & Spa**

The Claremont Hotel Club & Spa mixes a rich history with modern amenities. This stunning urban oasis, nestled in the Berkley Hills, offers unforgettable views of the San Francisco Bay. The guest rooms and fitness center at the Claremont create a perfect atmosphere for you to immerse yourself in during the Corporate Athlete Course.

For more information about the Claremont Hotel Club & Spa, visit [www.claremontresort.com](http://www.claremontresort.com) or click [here](#).

*"This program has unleashed the creativity, capability and potential of top performers throughout Procter & Gamble."*

**A.G. Lafley**  
Chairman of the Board,  
President & CEO  
Procter & Gamble

*"The Corporate Athlete program has enabled our sales training team to increase their engagement in their professional and personal life by managing their energy more effectively and creating positive rituals to sustain high performance. The participants report that this program is life changing."*

**Anne Whitaker**  
Senior VP of Global Leadership &  
Organizational Development,  
GlaxoSmithKline

### **Corporate Athlete Course**

**March 22-24**

**April 7-9**

**June 14-16**

**August 2-4**

**September 27-29**

**October 18-20**

**November 3-5**

**December 13-15**

**The Claremont Hotel  
Club & Spa**  
41 Tunnel Road  
Berkeley, CA 94705  
near San Francisco, California



**LIMITED SEATING AVAILABLE!**

## The Corporate Athlete Course Experience

The Corporate Athlete® Course offered by the Human Performance Institute employs the science of human energy expansion. In 2½ days, it launches you on a journey to hard-wire the connection between your ultimate purpose in life and your daily behaviors to ensure you are fully present for the people that matter most in your life and to achieve your most valued goals. This training includes state-of-the-art testing (body composition and blood work analysis); self-assessment and 360-degree engagement profile; growth-driving rituals in fitness and nutrition; and strategic action planning to help support and sustain your professional and personal goals.

### 2½ Day Corporate Athlete Course Sample Agenda

Day 1	Day 2	Day 3
AM: Blood Chemistry & Body Composition Test	AM: Facing the Truth	AM: Nutrition & Fitness Planning
Energy Management Technology Overview	Nutrition for Energy Management (cont'd)	Taking Action
Nutrition for Energy Management	PM: Resistance Training	The Journey to Success in Your Mission
PM: Movement for Energy Management	Blood Chemistry Results	The Journey Begins
Interval Training	Dynabands & Body Weight Circuit	
Flexibility Training	Body Composition Results	
Defining Purpose	Skillful Storytelling	

## As Part of the Corporate Athlete® Course, You Will Receive:

**Full Engagement 360° Profile** - Based on your input and feedback from several of your peers, subordinates and direct managers, this tool generates highly specific feedback about how you currently invest your energy in each of the four energy dimensions - physical, mental, emotional and spiritual.

**Body Composition Measurement** - Your body composition is a strong indicator of your nutritional and exercise habits. It directly influences your health, fitness and physical performance.

**Blood Chemistry Analysis** - Designed to learn the truth about your current physical state, the blood chemistry analysis includes a wide variety of measurements including cholesterol, HDL, LDL and triglycerides. Our experts will explain your results and discuss how you can change them to improve your health and energy levels.

**Energy Management Action Plan** - You will develop a personalized energy management action plan complete with specific performance rituals that will help you to strategically identify areas for change. After you finalize your action plan you will establish an accountability system to help keep you on track to complete your goals.



## The Corporate Athlete Course Also Includes:

- Tools to create a strategic energy management action plan
- Concrete guidelines on how to hold yourself accountable to your mission
- Illustrated fitness workout samples
- Aerobic, resistance & flexibility guidelines
- Detailed templates for daily nutritional & fitness planning as well as tracking progress in your overall wellness
- Recommended snacks samples
- *The Power of Story* book by Dr. Jim Loehr (paperback)
- *The Corporate Athlete Advantage* book by Dr. Jim Loehr & Dr. Jack Groppe (hardcover)
- Participant Manual
- Dynaband exercise band
- Polar Heart Rate monitor
- Corporate Athlete polo shirt
- Corporate Athlete gym bag

## About the Human Performance Institute

The Human Performance Institute is the leader in Energy Management technology. Based on over thirty years of research, it has become clear that managing energy, not time, is the key to sustained high performance. The Institute's groundbreaking Corporate Athlete® Course empowers individuals and organizations with the tools necessary to manage their energy more efficiently and effectively.

Based on our 9-acre campus in Orlando, Florida, the Human Performance Institute's technology of managing energy is measurement-based and is grounded in the sciences of performance psychology, exercise physiology and nutrition. The application of this technology has had a profound impact on performance in the high stress arenas of business, sport, medicine and law enforcement.

For more information  
call Sandy Friedrich at

407.438.9911 ext. 120

or visit

[www.corporateathlete.com](http://www.corporateathlete.com)

# CORPORATE ATHLETE®

## 2½ DAY COURSE

Registration forms must be received no later than **3 weeks prior** to program date. Please fax to: 407.251.4979, Attn: Lesandra Vasquez

### YOUR INFORMATION

( ) Mr. ( ) Mrs. ( ) Ms. ( ) Dr.

Last Name: \_\_\_\_\_ Company: \_\_\_\_\_

First Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Fax Number: \_\_\_\_\_ Email: \_\_\_\_\_

Assistant's Name: \_\_\_\_\_ Work Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### 2010 ORLANDO OPEN ENROLLMENT DATES (LED BY A CERTIFIED PERFORMANCE COACH):

Investment: \$4,000.00

- March 8-10       April 12-14       May 3-5       June 7-9       July 19-21       August 9-11  
 September 13-15       October 4-6       November 8-10       December 6-8

### 2010 FOUNDER-LED ENROLLMENT DATES (LED BY DR. JIM LOEHR OR DR. JACK GROPPLE):

Investment: \$5,500.00

- March 22-24       May 17-19       June 21-23       September 20-22       October 25-27       November 15-17  
*Dr. Jim Loehr*      *Dr. Jim Loehr*      *Dr. Jim Loehr*      *Dr. Jim Loehr*      *Dr. Jim Loehr*      *Dr. Jim Loehr*

### 2010 OPEN ENROLLMENT DATES AT THE CLAREMONT HOTEL (IN SAN FRANCISCO):

Investment: \$4,000.00

- March 22-24       April 7-9       June 14-16       August 2-4       September 27-29       October 18-20  
 November 3-5       December 13-15

### 2010 CHICAGO OPEN ENROLLMENT DATES (HELD AT THE Q CENTER):

Investment: \$4,000.00

- April 19-21       July 12-14

### HOW DID YOU HEAR ABOUT US?

- Colleague/Supervisor     Friend/Family       Website       Book: *The Power of Story* or *The Power of Full Engagement* (circle one)  
 Advertisement       Other: \_\_\_\_\_

### INVESTMENT *All programs require payment at time of registration to ensure dates.*

Method of payment (check one):     Check       Visa       MasterCard       American Express

Credit card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Signature (required): \_\_\_\_\_

*A signature is required on all forms of payment.*

**CANCELLATION POLICY:** Individuals who cancel four or more weeks prior to the program will receive a refund minus a \$500 cancellation fee. Cancellations less than four weeks prior to the program will result in a forfeiture of 50% of course fee. If rescheduling is done more than four weeks prior to the program, there is no rescheduling fee. Rescheduling less than four weeks prior to program will incur a \$500 fee. Rescheduled course must be completed within six months of originally scheduled program date.

