



JIM LOEHR, Ed.D.

CO-FOUNDER

Dr. Jim Loehr is a world-renowned performance psychologist, Co-Founder of the Human Performance Institute, and author of 15 books including his most recent, *The Power of Story*. He also co-authored the national bestseller *The Power of Full Engagement*.

Dr. Loehr's ground-breaking, science-based energy management training system has achieved world-wide recognition and has been chronicled in leading national publications including the Harvard Business Review, Business Week, Fortune, Newsweek, Time, US News and World Report, Success, Fast Company and Omni. He has appeared on NBC's Today Show, ABC's Nightline with Ted Koppel, The CBS Evening News with Dan Rather and CBS Morning News and the Oprah Winfrey Show.

At the core of his training system is the understanding that the stories we tell ourselves represent the single most powerful tool we have for managing energy and achieving any important mission in life. The right stories mobilize us to make tough values-based choices that lead to expanded growth and the wrong stories disengage us.

Dr. Loehr has worked with hundreds of world-class performers from the arenas of sport, business, medicine and law enforcement including Fortune 100 executives, FBI Hostage Rescue Teams, and military Special Forces. Corporate clients of the Institute represent hundreds of Fortune 500 companies including Procter & Gamble, The Estée Lauder Companies, Dell, FBI, GlaxoSmithKline, PepsiCo, and Citigroup Smith Barney. A sampling of his elite clients from the world of sport include: golfers Mark O'Meara and Justin Rose; tennis players Jim Courier, Monica Seles, and Arantxa Sanchez-Vicario; boxer Ray Mancini; hockey players Eric Lindros and Mike Richter; and Olympic gold medal speed skater Dan Jansen.

Dr. Loehr possesses a masters and doctorate in psychology, serves on several prestigious scientific boards and is a full member of the American Psychological Association, the American College of Sports Medicine, the National Strength and Conditioning Association, and the Association for the Advancement of Applied Sport Psychology.

The Human Performance Institute is the leader in Energy Management technology. Managing energy, not time, is the key to sustained high performance. The Institute's ground-breaking Corporate Athlete® training solutions range from executive and on-site training courses to keynotes and train-the-trainer courses.