



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

CORPORATE ATHLETE® COURSE



SEATTLE

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 Human Performance Institute Co-Founder **Dr. Jack Groppe** for the upcoming 2-Day Corporate Athlete® Course in Seattle. Discover how to effectively and efficiently manage your personal energy, and learn how this proven, science-based technology will help you become physically energized, emotionally connected, mentally focused and aligned with your personal mission. This program is a unique pre-conference offering held in addition to ENGAGE 2010, an annual population health conference hosted by HPI's sister company, HealthMedia®.

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



Meet Dr. Jack Groppe

Dr. Jack Groppe is an internationally recognized authority and pioneer in the science of human performance, and an expert in fitness and nutrition. Dr. Groppe authored *The Corporate Athlete* book on achieving the pinnacle of corporate performance and co-authored *The Corporate Athlete Advantage*.

Find out more about Dr. Jack Groppe and the Human Performance Institute by visiting his bio page on our website www.corporateathlete.com by clicking [HERE](#).

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 in two studies from 2006-2008.



www.corporateathlete.com

"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

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

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

Corporate Athlete Course @ ENGAGE 2010

May 3-4, 2010

**Hyatt at Olive 8
1635 8th Avenue
Seattle, WA 98101**

*On-site accommodations
for the Corporate Athlete Course AND
the ENGAGE 2010 conference available*

SPECIAL PRE-CONFERENCE RATE

SEATING IS LIMITED

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
AM: Blood Chemistry, Body Composition Test & Breakfast	AM: Breakfast
Energy Management Technology Overview	Nutrition for Energy Management (cont'd)
Nutrition for Energy Management	Skillful Storytelling
PM: Defining Purpose	Resistance Training / Interval Training
Movement for Energy Management	PM: Blood Chemistry Results & Nutrition Planning
Interval Training / Resistance Training	Dynabands, Body Circuit & Flexibility
Facing the Truth	Body Composition Results & Fitness Planning
	Taking Action
	The Journey Begins

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.

Connect with Human Performance Institute experts during HealthMedia's **ENGAGE 2010** conference at keynote and breakout sessions, plus an **EXCLUSIVE** post-conference workshop with **Dr. Jim Loehr and Raquel Malo!**

More info available at: www.healthmedia.com/engage2010



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 Nike polo shirt
- Corporate Athlete Nike 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 a 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

2-DAY CORPORATE ATHLETE® COURSE

SEATTLE - ENGAGE 2010

This registration form is for the Corporate Athlete® Course - a 2 day program led by Co-Founder Dr. Jack Groppe and held on location at the ENGAGE 2010 conference in Seattle, WA.

Registration forms must be received no later than **3 weeks prior** to program date. Please fax to: 407.251.4979, Attn: Lesandra Vasquez OR scan or fill out electronically and e-mail back to gliberman@hpinstitute.com.

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: _____

How did you hear about us? _____

DATE : May 3 - 4

LOCATION : Hyatt at Olive 8 - located at 1635 8th Avenue, Seattle, WA 98101

RESERVATIONS : On-site hotel rooms available. For rates and reservations, go to www.healthmedia.com/engage2010/destination.htm

DIRECTIONS : For directions to the Hyatt at Olive 8, go to olive8.hyatt.com/hyatt/hotels/services/maps/index.jsp?icamp=propMapDirections

INVESTMENT : *SPECIAL OFFER for 2-Day Corporate Athlete Course in Seattle only, \$3,500.00 (2.5-Day Founder-led Course retails for \$5,500.00)
(Registration fee for ENGAGE 2010 Conference is NOT included)*

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 50% cancellation fee. Cancellations less than four weeks prior to the program will result in a forfeiture of 100% of course fee.

