



HOW DO YOU GET SOMEONE ELSE COMMITTED TO REACHING THEIR FULL POTENTIAL?

It's a question that challenges new managers and seasoned executives alike, echoes through coaches' heads as they watch a gifted athlete underachieve, and keeps parents up at night. It's a question that you need to be able to answer to move your work team to high performance and enable your children to achieve self-reliance and success.

It's also a question Peter Jensen has spent a lifetime investigating. In Ignite the Third Factor, Peter synthesizes his life's work into the five core practices exceptional leaders use to ignite the Third Factor—whether it's in the locker room before a gold medal Olympic hockey game or at a routine performance review.

High performance is not possible without pressure. As a leader—you can determine whether stress and pressure will extinguish the flame of high performance or ignite the desire in others to reach ever higher levels. Peter works through an easy-to-understand model, providing a clear view of what separates 'igniters' from 'extinguishers' and exploring a wealth of strategies you can put to use immediately in your world.

THE FIVE LESSONS

MANAGE YOURSELF

"Manage yourself so others won't have to"—John Wooden

Igniters are extremely effective when under pressure because they consciously work on self-awareness and self-control. Learn the skills they use to stay mentally fit.

BUILD TRUST

"The only way to make a man trustworthy is to trust him"—Henry Stimson

Trust leads to commitment, and committed people outperform. Learn how Igniters use their words and actions to build trust.

ENCOURAGE AND USE IMAGERY

"Imagination is more important than knowledge"—Albert Einstein

Get introduced to the powerful skill of imagery—the most powerful way you can provide direction, motivation, and feedback to your people.

UNCOVER AND WORK THROUGH BLOCKS

"What's in the way, is the way"—Lao-Tzu

Igniters don't use band-aids. Learn the skills you need to get straight to the root causes of performance problems.

EMBRACE ADVERSITY

"Smooth seas don't make for skillful sailors"—Proverb

Igniters know that strength comes from tearing the muscle. Learn how to create and manage adversity now for optimal performance in the future.

ABOUT THE PRESENTER

PETER JENSEN is the author of three best-selling books, the founder of Performance Coaching Inc., and a longstanding instructor at Queen's School of Business. A dynamic speaker with a Ph.D. in Sport Psychology, Peter has attended 9 Olympic games as a member of the Canadian team and helped over 70 athletes medal. With the world of Olympic sport as a laboratory, he has developed a deep understanding of what it takes to be a successful leader of high performers. Peter is a renowned innovator—bringing coaching and personal high performance to corporations worldwide. As a speaker, Peter has the power to invigorate audiences through his compelling use of humour, personal experiences and concrete, actionable content.



"Peter made an invaluable contribution to the overwhelming success of this conference on organizational and societal leadership. His teachings—and his manner of teaching—created a deep impression on the participants, all of whom are leaders within their own organizations. In fact, Peter was invited back to speak for a second day."

*—Ian Anderson, Executive Director
Governor General's Leadership Conference*



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