

**HELPING OUR CLIENTS WIN OLYMPIC  
MEDALS IS ONE ASPECT OF OUR BUSINESS.**

**HELPING PEOPLE IN ORGANIZATIONS  
PERFORM LIKE OLYMPIANS IS THE OTHER.**



**PERFORMANCE  
COACHING**



Performance Coaching Inc. (PCI) was founded on the premise that there are certain fundamental skills required to perform at peak levels under pressure, regardless of whether you work in the stadium or the boardroom. For the past 25 years, we have helped individuals learn, master, and coach others in these skills through our work in sport and business.

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## OUR IMPACT

- Support for over 70 Canadian Olympic medalists since 1988
- Deep experience in teaching leadership, coaching, and personal resilience skills to managers, with over 20,000 graduates of our programs
- Support for the Women's National Hockey team across 3 consecutive Olympic Gold Medals
- 20+ year partnership with Queen's School of Business to deliver world-class Executive Education experiences
- Client relationships with 9 of Canada's 10 most profitable companies, with 80% of our business from repeat clients

# The Company We Keep

Our network of partners is one of our greatest assets, and represents a collection of some of the highest performing organizations in the world. Together, we work to keep each other at the frontier of performance and cross-pollinate fresh ideas across sport, business, and not-for-profit.

## OUR PARTNERS

Sport Partner	Sport Partner	Sport Partner	Corporate Partner	Corporate Partner	Philanthropic Partner
					
<p>Providing support to Olympic athletes and coaches based in Ontario</p>	<p>Supporting the National Women's Team</p>	<p>Furthering Canada's goal of becoming the world's leading Paralympic nation</p>	<p>Providing exceptional experiences to Canadian executives for over 20 years</p>	<p>Providing coaching to help individuals reach their health and wellness goals</p>	<p>Helping Right To Play's leaders and coaches enhance the impact of the remarkable work they do with over 1 million children a week</p>

## SELECTED CLIENTS

					
					
					

# What We Do

## Corporate Education

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Design and delivery of leadership and personal resilience programs

## Keynote Speakers

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Delivery of speeches that motivate, educate and entertain

## High Performance Sport

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Bespoke consulting and training support for elite athletes, coaches, and sport organizations



“Performance Coaching’s people are able to access some kind of **joy** in what they do. It’s more than **enjoy**—it’s just a joy in helping people get better at what they do.”

—Cedric Stevenson,  
Director of Talent Management, Hydro One Networks

# Corporate Education

Corporate education is at the heart of what we do. Since 1988, more than 20,000 people from the private and public sectors have graduated from PCI programs. All of our programs combine skills tested in the high performance lab of elite sport with exceptional facilitation and reinforcing follow-up.

## PERSONAL RESILIENCE AND TEAM EFFECTIVENESS



**BUILDING RESILIENCE**

Master the resilience toolkit used by elite athletes to excel under pressure and recover from setbacks



**THE SELF-AWARE LEADER**

Become more self-aware and effective



**THE SELF-AWARE TEAM**

Become a more effective intact team

## LEADERSHIP AND COACHING



**COACHING FOR HIGH PERFORMANCE**

Learn to coach others to higher performance and commitment



**BUILDING POWERFUL RELATIONSHIPS**

Master the #1 driver of employee engagement and resilience



**COACHING FOR CHALLENGING CONVERSATIONS**

Harness the positive aspects of conflict

## MOST TRAINING DOESN'T STICK, OURS DOES.



# THE IMPACT REPORT: WAY BEYOND FEEDBACK FORMS



Reflecting our commitment to results, following our programs you'll receive a comprehensive Impact Report that lays out a story-line directly linking program participation to behaviour change and business outcomes.

## PERFORMANCE COACHING AND QUEEN'S: PARTNERS IN EXECUTIVE EDUCATION EXCELLENCE

Since 1990, Performance Coaching has closely partnered with Queen's School of Business.

In 1995, we jointly designed the Queen's Leadership Program, a week-long residential program that remains the gold standard for leadership education in Canada, and is jointly taught by full-time Queen's faculty and Performance Coaching instructors.

In addition to being a pro-active partner in continuing to push our thinking forward on leadership and personal performance, our partnership also offers a forum for individuals to experience our programs—through residential programs at the Donald Gordon Conference Centre in Kingston, Ontario, and a variety of open enrollment programs held across Canada throughout the year.

Visit [www.qsb.ca/execed](http://www.qsb.ca/execed) for additional details.



**Queen's**  
EXECUTIVE EDUCATION

*“Our organization is producing better leaders, more committed performers, and increased results—and Coaching For High Performance is one of the key reasons.”*

—Jim Agnew, Senior Business Director,  
Road Service & Parts, Johnston Equipment

*“When you walk out of the workshop—you have skills, you have tools, you have a game plan to take back to your team. It's always delightful—but never surprising—to hear leaders walk out and say ‘that is the best workshop I've ever had.’”*

—Amber Reimer, Organizational Development  
Specialist, WestJet



# Keynote Speakers

We focus on keynote speakers who live at the intersection of elite sport and business.

## SELECTED SPEAKERS



**PETER JENSEN, Ph.D.**

is a veteran of 8 Olympic Games, the Mental Preparation Coach for Canada's Women's Olympic Hockey Team, and an instructor at Queen's School of Business.

### TOPICS

- Energy Management
- Leadership & Coaching
- Resilience



**DANE JENSEN**

is a trusted advisor to CEOs in sport and business across Canada, and a thought leader on the role leaders and individuals play in creating mentally healthy environments.

### TOPICS

- Leadership & Coaching
- Resilience
- Competitive Strategy



**KARYN GAROSSINO**

is an Olympian who still actively coaches elite figure skating while also teaching in a variety of programs at Queen's School of Business.

### TOPICS

- Leadership Under Pressure
- Resilience
- Challenging Conversations



**GARRY WATANABE**

is a corporate lawyer and former elite swim coach who directs our work in coach education with Olympic coaches and teaches at Queen's School of Business.

### TOPICS

- Coaching
- Resilience
- Challenging Conversations

*“An incomparable and rare presentation. Truly a gift to all of us who attended.”*

*—Canada's 50 Best Managed Companies Symposium*

*“Peter's presence by itself draws one's attention, and with his deep understanding of what motivates and supports optimal performance, he is successful in giving a 'gift' to each person who attends. I've never known anyone to leave a session not totally inspired.”*

*—Nancy Erickson, BP*

# High Performance Sport

For the past 25 years, we have worked with over 70 Olympic medalists and their coaches. Beyond that, we are deeply committed to working with Canadian sport organizations to increase Canada's competitiveness on the world stage. We work in three areas across elite sport.

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## ATHLETE MENTAL PREPARATION

Performance Coaching was founded by Peter Jensen, a veteran of 8 Olympic Games and a pioneer in the field of mental preparation in Canada. Peter and PCI continue to support Olympic athletes and teams as they work to get their best performances out when it matters most.

*“Working with Peter over the years has been an amazing experience for all of us as part of the National Team ... He was a critical component in why we won the gold medal—doing things behind the scenes that no one will ever know or hear about—but they were the little things that I think in the end made the difference.”*

*—Hayley Wickenheiser, Four-Time Olympic Gold Medalist, Women's Hockey*

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## COACH DEVELOPMENT

Through our work with the Canadian Sport Institute Ontario, we run the year-long Coach To Leader (C2L) program for Olympic and National Team coaches. In addition, we work closely with elite coaches across a wide variety of National Sport Organizations.

*“Thank you for inviting me to Coach to Leader. The information and amount of personal reflection the seminar required me to do truly outlined some key areas for improvement moving forward. What an incredible coaching group we had, followed with some incredible discussions.”*

*—Murray McCollough, High Performance Coach, Sailing Ontario*

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## BESPOKE CONSULTING FOR SPORTS ORGANIZATIONS

In line with our commitment to increasing Canada's competitiveness on the world stage, we forge deep partnerships with some of the key actors in Canada's amateur sport system, and work on a bespoke basis with these organizations to move their organizations to higher levels of performance.

*“Working with Dane Jensen has been a game changer for us when it comes to strategy. Dane was engaged at a crucial moment for Paralympic Sport in Canada and his leadership throughout the [strategy] process was outstanding. He has provided our Board, myself, and my team with a refreshed set of skills ... and his strategic counsel has helped strengthen and clarify the path forward for CPC.”*

*—Karen O'Neill, CEO, Canadian Paralympic Committee*



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**FOR MORE INFORMATION**

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