



## 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 *The Inside Edge* and *Ignite The Third Factor*, 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 8 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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