

CORPORATE ATHLETE® COURSE



HUMAN PERFORMANCE®
INSTITUTE

HUMAN ENERGY CRISIS

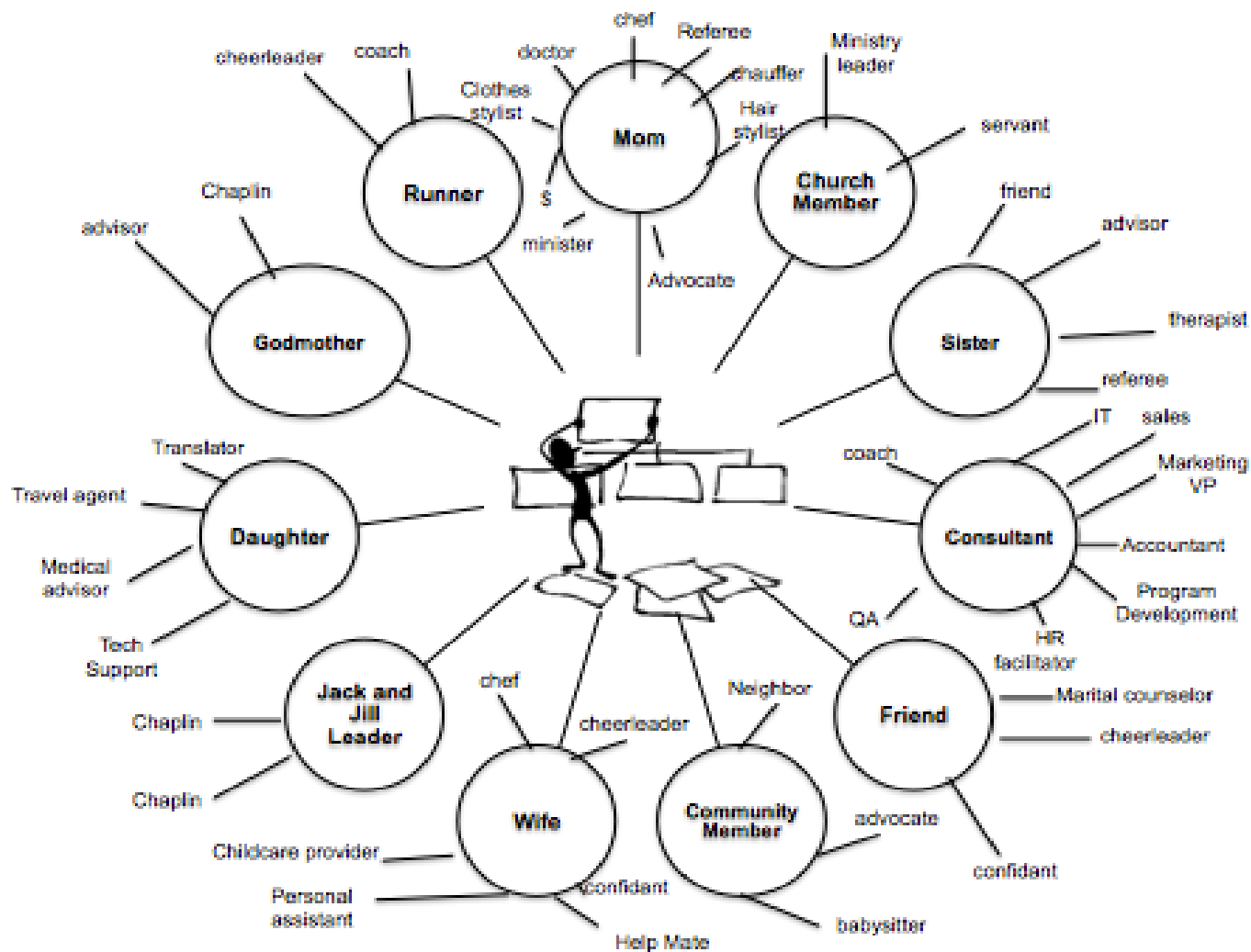


MOVEMENT FOR ENERGY MANAGEMENT

Strategic Movement

- Planned use of movement to enhance energy production and engagement
- Let's move!

COMPLETE THE MISSION!

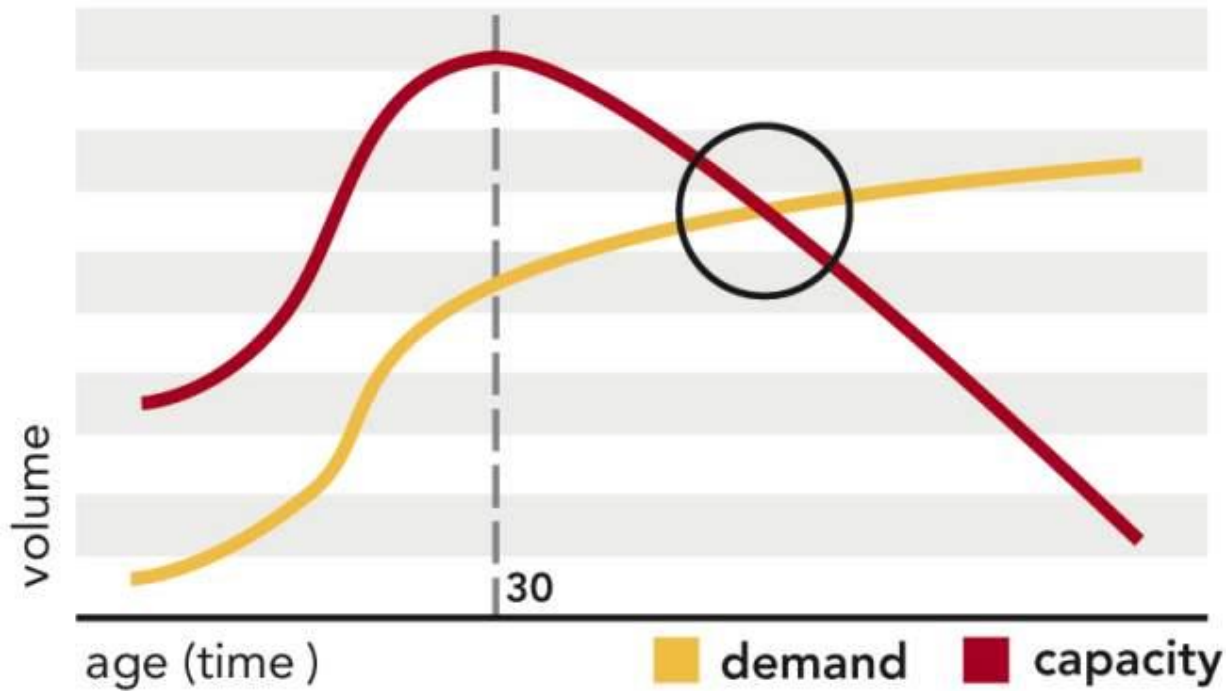


68% of senior executives in the U.S report feeling emotionally/physically burnt out

68%



DEMAND VS. CAPACITY CURVE



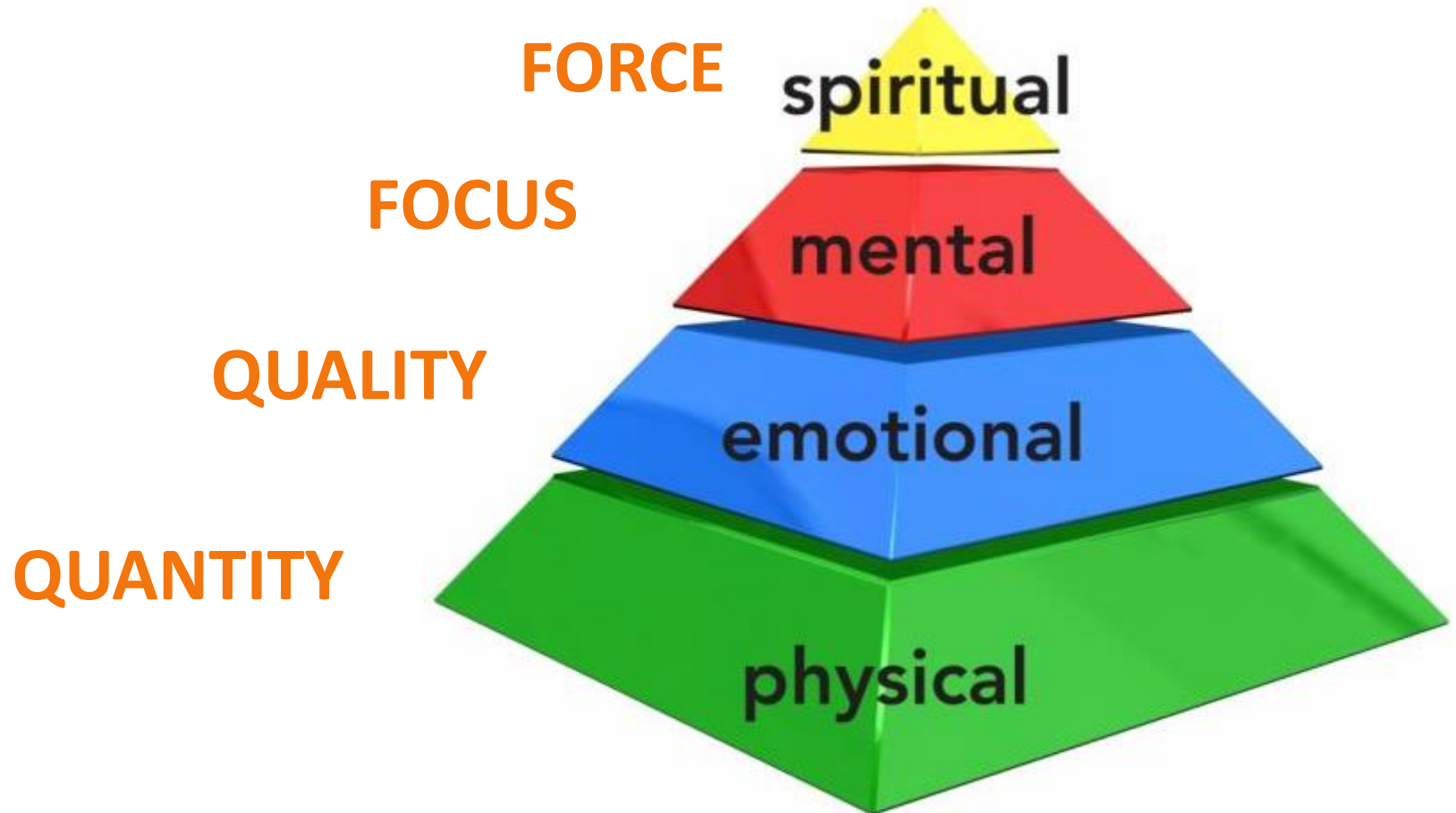
OUR HISTORY

- Sport
- Law Enforcement
- Medicine
- Business



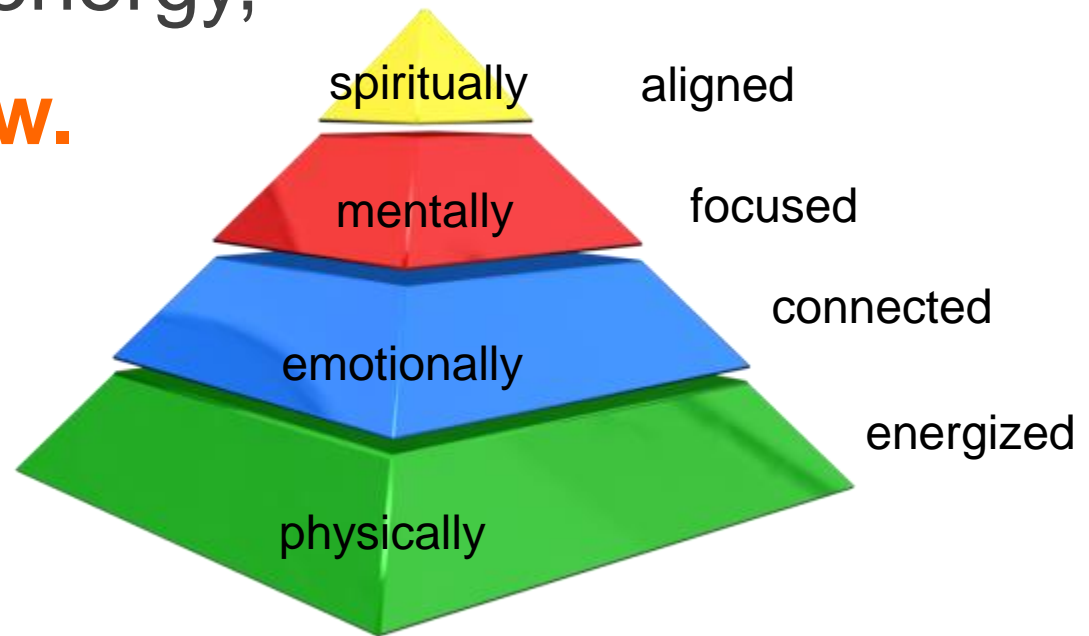
✦ **Managing**
ENERGY *(not just time)*
is the KEY to
MISSION success!

ENERGY IS FOUR-DIMENSIONAL

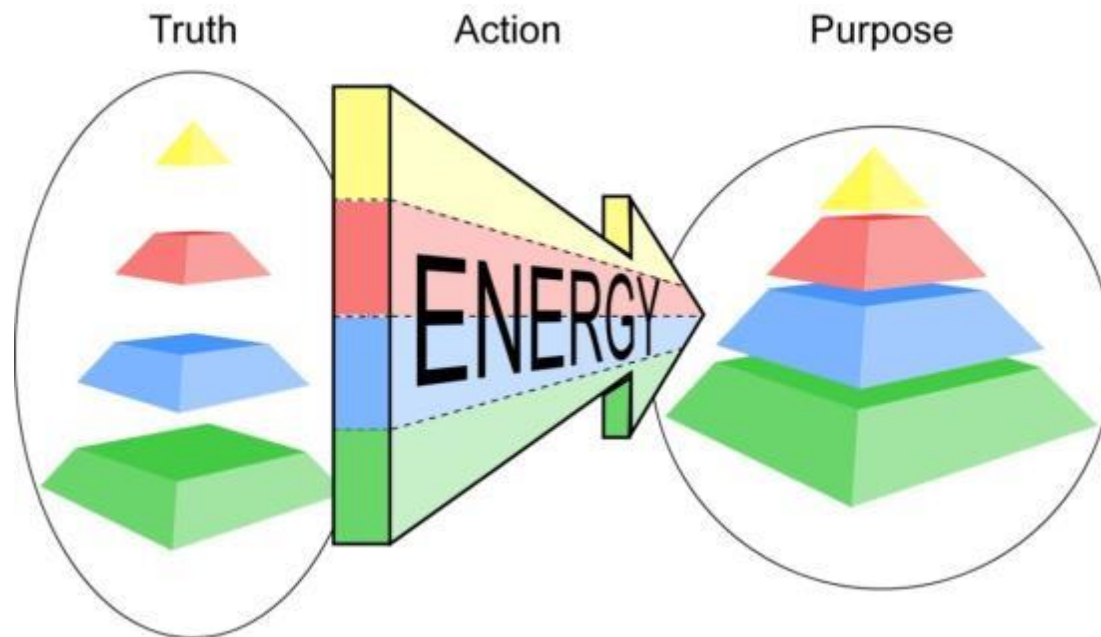


FULL ENGAGEMENT

The **acquired** ability to **intentionally** invest your **full** and **best** energy, right **here**, right **now**.

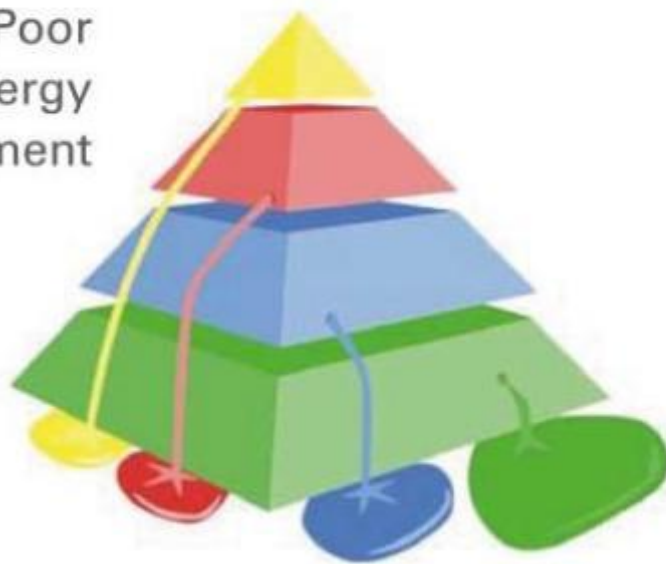


The Pathway to Deepening Engagement



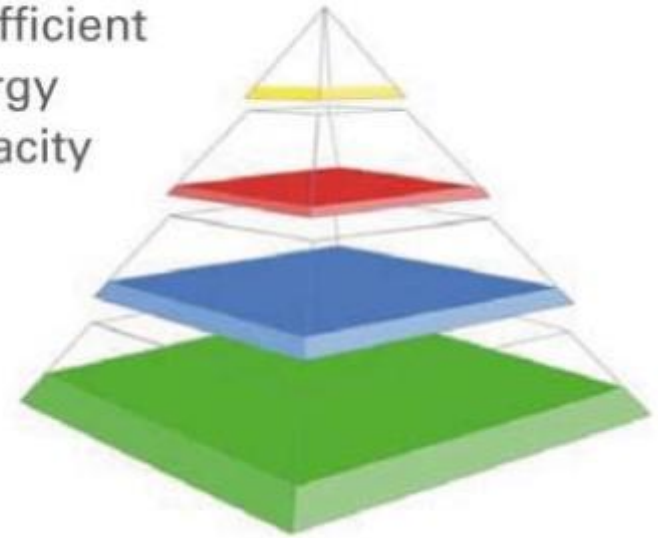
ENERGY CHALLENGES

Poor
Energy
Management

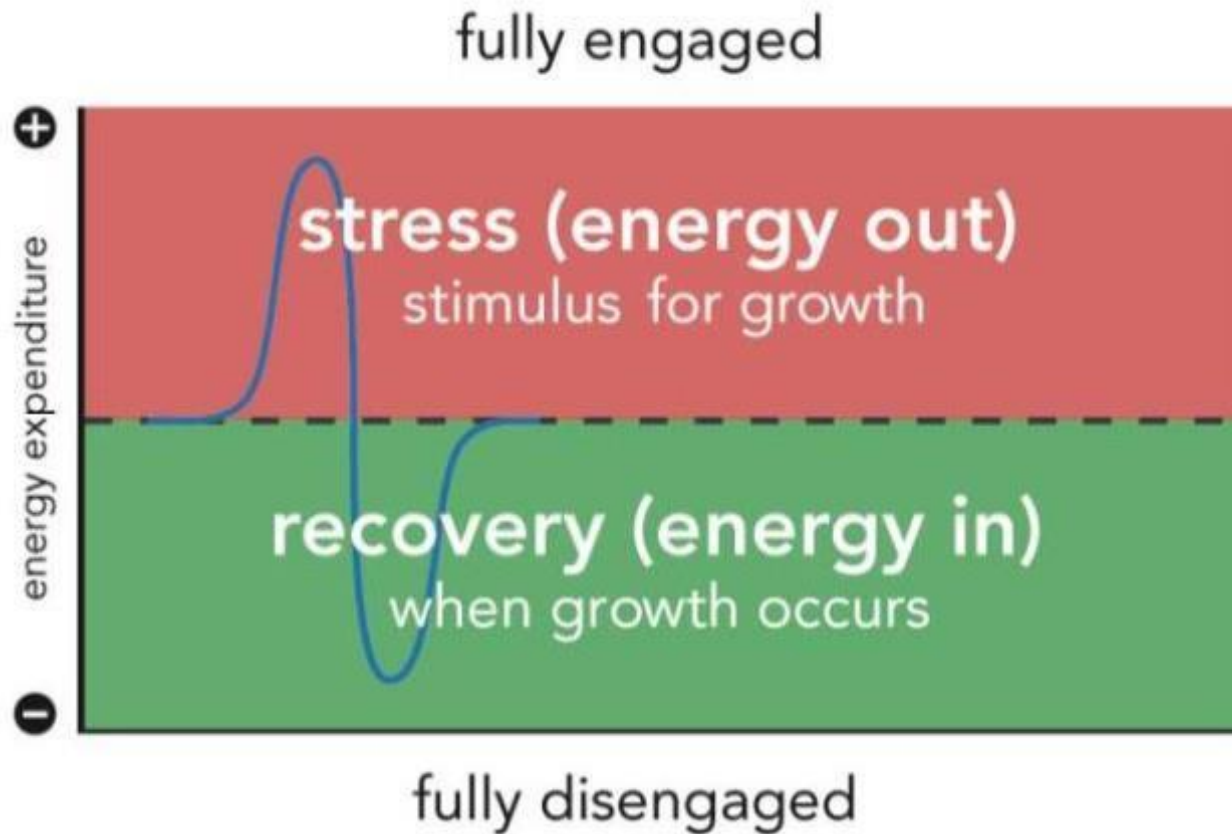


REPLENISH INTENTIONALLY

Insufficient
Energy
Capacity



SEEK STRESS



LIVE LIFE IN A SERIES OF SPRINTS

STRESS (Energy Out)

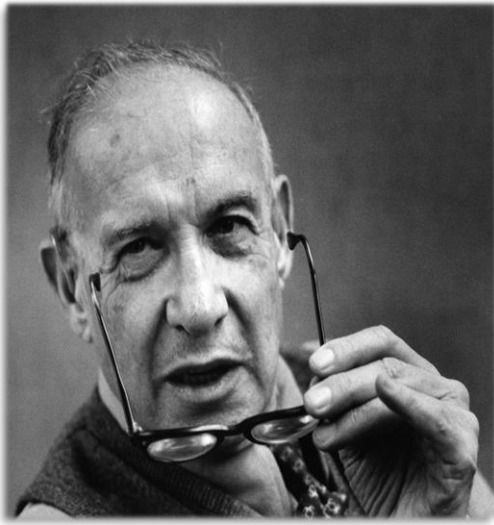
RECOVERY (Energy In)



Corporate-Athletes Must Train



PERSISTENCE > PERFECTION



“Your first and foremost job as a leader is to **take charge of your own energy, and then to help orchestrate the energy** of those around you.”

Peter Drucker

World-Renowned Business Strategist

TAKE ACTION

1. Take Charge of *Your* Energy

- Free **self-profile** at www.corporateathlete.com

2. Help Orchestrate the Energy of Others

- Tell 1-2 people about the science of energy management

3. GO AFTER YOUR MISSION!

Wawa's Purpose & Values

Fulfilling Lives, *Every Day.*



Wawa's Corp. Athlete Journey

- 2012 (CEO takes the 2.5 course)
- 2013 (14 Senior Leaders & Directors take 2.5 day course)
- 2014 – 2015 (over 350 take 1 Day course/GM's, AM's & Directors)



For more information, please visit:

www.corporateathlete.com