



## Bob Palmer, B.Ed., B.E.S., Master NLP Practitioner

---



**CEO, author and trainer of Olympic and business champions, Bob Palmer teaches executive leaders his High Performance System so that they ignite, transform and empower their organizations and teams.**

Having worked with executives in numerous industries on six continents and with athletes, coaches and sport leaders in more than 30 sports, Bob Palmer is an expert business and sport high performance trainer, NLP Master Practitioner and author. He has made high performance leadership empowering, easy to learn and wholly balanced between work and personal life. Recognized as one of today's best innovators in high performance as a trainer of Olympic athletes, CEOs and pros, Bob uses the sport metaphor of

"The Zone" as a first step in getting executive leaders to think strategically about leadership-centered profitability.

Over the span of 20 years, Bob developed *The Palmer Principle*, a powerful system that allows executives to lead with brilliance and to set the tone of their message via energy, passion and empowerment. And, when they do, magic happens. Via *The Palmer Principle*, Bob demonstrates the "how to do" of leadership where, just as with his Olympian and pro clients, failure is not an option.

*The Palmer Principle* demonstrates that:

- Leadership is (and absolutely needs to be) fun and empowering
- Outcomes (goals) must be processed properly to be achieved (not just written down)
- Change and transitions are simply an inescapable and accepted part of the leadership role
- Leadership and other skills are easily made subconsciously competent
- High performance leadership needs to be a default system, not a state of mind that the leader "gets into" whenever there is a crisis.



*The Palmer Principle* is backed by impressive Olympic, professional and corporate results. It gives leaders the tools to rise above the day-to-day struggle, so that they can see the big picture, implement a powerful toolkit of strategies and have fun at the same time.

Bob delivers high-energy training seminars with tangible results. He is known for his innovative and cutting-edge content and his ability to engage audiences to join him in the Zone, all illustrated by powerful examples of athletic and business achievement. He has an energizing and dynamic style and masterful presentation, and his system is a must-have for leaders to thrive and gain a tangible system for high performance in business and life.

As the Founder, CEO and Trainer of SportExcel Inc., coupled with a successful background as a 4th degree black belt in karate, and as a national competitor and instructor, Bob regularly shifts athletes' performance to the Zone in as little as one training session for extraordinary results. As a result, executive athletes started applying *The Palmer Principle* Leadership program to their businesses, realizing great results there as well.

Aside from sport, companies involved in insurance, health, human resources, police and emergency services, real estate, manufacturing, family business, music and more have sought Bob out for in-person training and his Internet programs. He has pioneered the use of "the one-on-one training session" via Skype, as a vehicle for giving leaders easy access to his powerful six-step formula for success and winning, from anywhere in the world.

Bob holds a B.Ed. from Brock University, a B.E.S. from the University of Waterloo, and is a Master Practitioner in NLP. He is the author of two books including the best-selling "Mind vs Target" and his recently released a book entitled "A Mind to Win", which uses his system and sport metaphors to enable winning, leadership and fun. Bob is a regular contributor to North American magazines and is based 45 minutes north of Toronto, Canada.

***"I'd finally found exactly what I was looking for - a simple, effective and easy to use system for enhancing performance and productivity, delivered with passion and expertise. I've now integrated the system in my own strategies and work and get value from it every day. I highly recommend you check out Bob's approach to high performance because I know it works."***

**— PETER BAEKLUND, Founder and Head Coach, Peter Baeklund Resource Leadership, Denmark**

---

