



**Sport Excel**  
**Ignite.**  
**Transform.**  
**Empower.**

# Palmer Principle Series on SKYPE

## Palmer Principle Leadership Training

SportExcel delivers engaging high performance, premium training via SKYPE for all leadership levels. With convenient, 45 minute, one-on-one sessions from your own office or after hours at your home, you learn the *Palmer Principle*, a powerful sports metaphor of the Zone formulated on our international and Olympic successes. Namely: *When you stay in the Zone, your staff, employees and team will.*

### Purpose

To apply a leadership system as the powerful foundation for achieving corporate profitability and sustainability.

### Outcomes

In a hands-on, experiential atmosphere, participants learn the *Palmer Principle* in a three level program (21 training sessions) over a 12-month period: *Ignition*, *Momentum* and *Velocity*.

**Ignition** is the foundation of all high performance training and it is delivered weekly. It gives you the foundation for leadership excellence and the tools to take control of your life, have more fun and manage your career. **Momentum**, delivered bi-weekly, takes leaders into the stratosphere of influencing their organizations, managing complexity, building superb communication skills and life balance. And **Velocity** is the icing on the cake as it ensures that skills are maintained over the long haul and is delivered monthly.

(Many of strategies in the *Palmer Principle* are proprietary and you will not find these tools anywhere else in MBA or other programs.)

## Seminar Content

The *Palmer Principle* training is fun, strategic and empowering:

- Start in the Zone every day and stay there
- Apply your outcomes in important meetings with no nervousness
- Understand, embrace and utilize all mistakes, errors or issues
- Block out bothersome distractions
- Be aware of, and resolve, purposeful or unintentional intimidation
- Exercise leadership in all areas of your life and learn new skills quickly
- Forget negative experiences (mistakes, etc.) quickly
- Understand and manage your energy
- Manage complexity with an easy-to-use strategy
- Learn and apply top communication strategies
- Design outcomes that happen spontaneously
- Ensure balance in all areas of your life

## Leadership Trainer and Strategist for 20 Years



Your leadership trainer is Bob Palmer, B.E.S., B.Ed., CEO of SportExcel. Bob cut his teeth on getting Olympians and executive athletes to the podium. Corporate leadership was a natural fit and Bob now travels throughout North America training corporate leaders, coaches and athletes in his very successful leadership system, *The Palmer Principle*, that has helped many to achieve success in business, sport and life. He also works with many CEOs worldwide via SKYPE, is the author of "A Mind to Win" and writes for several magazines.



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**Ignition**

**Momentum**

**Velocity**

## Ignition—Level 1 Training

*Ignition* gives you the foundation for excellence in leadership with the expectation that your leadership ability will improve after only the first session, because you are learning a system for excellence and the tools with which to apply it. And you get the opportunity to experience this transformation in the first session at no risk in a free, no-obligation, introductory session. You get an overview of the *Palmer Principle* and we share the most important first step to being a great leader—THE ZONE.

### You will learn specific tools that:

- Allow you to get into the Zone on demand
- Build goals into powerful outcomes
- Learn how to powerfully and quickly respond to feedback
- Build a tool kit of strategies for dynamic leadership, to get you back to the Zone when you lose it and to build energy
- Dramatically speed up skill acquisition
- Build a default where high performance is automatic

Your training is via Skype with SportExcel CEO and leadership trainer, Bob Palmer.

## What you will Get

The *Palmer Principle Leadership Training Series* is fun, strategic and empowering. In *Ignition* you will get:

- Seven weekly, 45-minute elite training sessions where you learn the tools to support your role as leader
- Weekly review of the material at the start of each session
- Follow-up written, audio and video material
- Direct contact with leadership trainer, Bob Palmer during, and for a short period of time after, your training period
- Comprehensive program manual
- Complimentary copy of Bob's book - *A Mind to Win*
- A system you'll use for life in work and pleasure

*Bob's program helped me in all aspects of my work and my game and I use his system on a daily basis."*

— **Bob Joncas, High Performance Director, Snowboard Canada**

**Reserve your space in our premium program**

**\$ 495.00/month**

**12 months of dynamic training and mentorship**

**Limited availability. Satisfaction guaranteed.**



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Ignition

Momentum

Velocity

### Momentum—Level 2 Training

*Momentum* gives you the tools to take leadership of all areas of your complex life as well as tasks that depend on you. It builds on the *Ignition* Series and gives you powerful, cutting-edge leadership and organizational tools, many of which are found only in this program.

#### You will learn specific tools that:

- Access personal, persuasive leadership skills
- Apply powerful Zone-driven outcomes
- Utilize specific subconscious approaches for multi-tasking and organization that simplify your life
- Influence change quickly
- Reduce stress and stay balanced in life
- Build strategic long-term approaches to success
- Dramatically speed up skill acquisition

Your training is via SKYPE with SportExcel CEO and leadership trainer, Bob Palmer.

*"Bob gives an unfair advantage."*

— Ron Hansell, CEO, Business Owner and Athlete

### What you will get

**The *Palmer Principle Leadership Training Series* is fun, strategic and empowering. In *Momentum* you will get:**

- Seven bi-weekly, 45-minute elite training sessions
- A model for applying powerful feedback-based outcomes
- the tools to communicate, multitask, organize and focus
- Weekly review of the material at the start of each session
- Follow-up written, audio and video material
- Direct contact with trainer Bob Palmer during, and for a short period of time after, your training period
- A system you'll use for life in work and other areas of your life.

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Velocity

### Velocity—Level 3 Training

*Velocity* gives you the backup training so that you master the *Palmer Principle* in order to maintain a high level of leadership and success. It is a high performance maintenance program and on-going support. It is also a mentorship program that you can call upon for any situation. We have your back.

#### We are a part of your company training team for:

- Customized training and yearly planning
- Project preparation and support
- Learning new tools, strategies and perspectives
- Problem-solving of minor or major performance issues
- Fine-tuning existing strategies
- Resolving road bumps at work or in life in general
- Leadership and team synergy strategies
- Session-to-session guidance as required

*"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.*

*— Peter Baeklund, Business Owner, Denmark*

### What you will get

The *Palmer Principle Leadership Training Series* is fun, strategic and empowering. In *Velocity* you will get:

- Seven, monthly 45-minute sessions where you review previous material, apply your new skillset to your business situations and apply new tools and strategies where needed
- Debriefing as needed at the start of each session
- Follow-up written material
- Direct contact with trainer Bob Palmer during, and for a short period of time after, your training period
- Additional system tools that you'll use for life in sport, school and work

**Reserve your space in our premium program**

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