

PEAK PERFORMANCE FORMULA

Tuition: \$995

For years, we've been taught that being productive is a matter of effort. We've been led to believe that if only we arrived at the office each morning motivated to produce great work, we'd eventually succeed.

But the research tells us something different.

Studies show that effort is only part of the equation. Much more important are the practices we use to manage our time and energy throughout the workday.

This interactive 6-week course offers practical, research-based strategies for maximizing your performance, based on award-winning psychologist Ron Friedman's popular series for the *Harvard Business Review*. You'll learn how to think strategically about your calendar, how to keep your energy at a high level all day long, and how to generate creative solutions when you're stuck.

Using insights from the latest science, this course offers a proven gameplan for sharpening your focus, eliminating distractions, and performing at your best, all day long.



Featuring

- + 6-week course taught by Dr. Ron Friedman
- + Concise, engaging, and action-focused lessons delivered weekly
- + Executive summaries with key takeaways for quick review
- + Practical exercises for putting the insights to use
- + 24/7 access to content via computer, tablet, or smartphone

Who Should Attend

This course is designed to help leaders at all levels elevate their productivity and performance in a sustainable way. The material will benefit:

- + Senior Leaders
- + Executives
- + Entrepreneurs
- + Project managers and team leaders
- + Mid-level team members
- + HR teams

Course Objectives

- + Learn how to optimize your time and energy
- + Form daily routines that empower you to get more done
- + Eliminate distractions that prevent you from doing what matters
- + Discover proven techniques for improving your creativity and decision-making
- + Leverage the science of peak mental performance

Intended Outcomes

- + Provide actionable strategies based on scientific, data-driven insights
- + Measurably improve time-management, strategic thinking, and performance
- + Foster a positive, action-focused mindset
- + Elevate focus, engagement, and job satisfaction



MEET YOUR INSTRUCTOR Ron Friedman, Ph.D.

- + Award-winning psychologist specializing in human motivation
- + Contributor to *Harvard Business Review*, *Forbes*, *Fast Company*, *Entrepreneur*, and *CNN*
- + Author of the highly-acclaimed book, *The Best Place to Work: The Art and Science of Creating an Extraordinary Workplace*
- + Featured on *NBC*, *FOX*, *CNN*, *NPR*, and *Financial Times*
- + Founder of ignite80, a consulting firm that teaches leaders practical, evidence-based strategies for maximizing performance

Course Overview

WEEK 1

Getting the Best Sleep of Your Life

- + What the world's best sleepers do differently
- + Optimizing your nighttime routine
- + How to turn your bedroom into a sleep cave

WEEK 2

Designing Your Morning Routine

- + The most important part of an energizing breakfast
- + The "better than nothing" morning exercise routine
- + The first thing to do when you get to your desk
- + The key to prioritizing more strategically

WEEK 3

Optimizing Your Schedule

- + The performance benefits of scheduling to your strengths
- + A cognitive psychologist's guide to plowing through your email
- + How to prevent distractions from hijacking your day

WEEK 4

Staying Energized, All Day Long

- + How the foods we eat influence our productivity
- + Using fitness and rest to optimize your performance
- + What to do when you're feeling overwhelmed

WEEK 5

Generating Creative Solutions

- + The key to producing creative ideas on a regular basis
- + The best place to go when you need a creative breakthrough
- + Why some forms of exercise are better for creativity than others

WEEK 6

Using Downtime Intelligently

- + The secret to recovering from burnout
- + Why sitting still is rarely satisfying – and what to do instead
- + How the most successful people use their weekends and vacations