



# **Take AIM To Achieve Optimal Performance In the Boardroom... and on the Golf Course**

*Introducing*

***“The Business Zone Golf Workshop”***

***Rick Sessinghaus, Founder***

*Dramatically improve your business performance and productivity...*

## **“Business Is a Competition! And To Succeed, You MUST Perform at Championship Levels!”**

Tiger Woods, Lance Armstrong, or Michael Jordan need to consistently improve their performance to achieve their personal goals of being world class champions. Yet as a business person you TOO must think like a champion to effectively achieve your own personal goals. You must increase sales and productivity to accomplish your bottom line, goals and objectives. But in order to do that you must have the mindset of the most successful people in the world...the champion.

Sadly, far too many businesses struggle to perform at their optimum level in sales, leadership and management when they could do it so easily. Because their skill set may not match the fast paced challenges they are faced with they are doomed to failure.

You have no doubt heard the term “in the zone” before. Basically, it refers to that effortless point an athlete reaches when performance (and enjoyment) are high, while exertion is low.

Success in the high pressure, competitive environment of the business world means **you must discover YOUR ZONE.**

Finding your zone starts with mastering your **inner game fundamentals** (control these and you control your destiny):

- **Motivation** - Your internal drive
- **Focus** - Your ability to stay on task
- **Emotional Control** - Your mental toughness
- **Guts for Execution** – Just do it!

Not everyone has all four of these inner game fundamentals...but those who do are always the leaders in every situation. **So where is your place in the pack?** Turn the page to see how you can learn these essential fundamentals in a two day business/golf workshop from a PGA Golf Professional, Sports Psychology Coach and Business Entrepreneur.

## What Can a Former Golf Pro Teach YOU About Business?

Plenty! Announcing an interactive workshop that teaches business skills which are taught in a boardroom environment...and then experienced on the golf course. Each attendee is shown the three core skills that lay the foundation for their success as a leader. They learn the **AIM** Process...

1. How to **A**ssess performance (so they can self-correct as necessary)
2. How to **I**mplement and follow through on idea's and projects (so things get accomplished)
3. How to **M**aster skills (so acting like a champion becomes second-nature)

### ***Finding your zone allows you to achieve:***

- Better Productivity
- Enhanced Team Building
- Quality Communication
- Enhanced Leadership Skills
- Self-Assessment of Your performance
- Decision-Making

This workshop is a hands-on course that allows you to align your inner game fundamentals with your business skills. That means you can make snap decisions that are the RIGHT ONES 98% of the time! Second-guess yourself too much and you'll never make a move.

Walk away with clarified motivation and the specific accomplishments you want to achieve in your job. Develop new skills to block out distractions and the ability to focus on the present moment. Imagine the power of being able to tap into your strongest self at any given time to give your team and your business the security that you are the person who SHOULD be handling things. That is the mark of a champion!

***Rick Sessinghaus is the author of Golf: The Ultimate Mind Game.*** This book provides the path to develop the mental and emotional skills needed to play your best golf. With these tools you will take on the challenging game of golf to stay focused, be mentally tough, and enjoy the game more. All of these tools apply to the competition of business.

## Check Out the Championship Skills You Will Get with Rick's Expertise!

- The true model of reality
- Simple techniques to always be "in flow"
- How to turn motivation into goals
- The *skill* of focus
- Proven ways to deal with distractions
- How to create easy planning strategies
- The Power of Communication
- Ways to Build Rapport
- The Characteristics of a Successful Leader
  - Decision-making skills
  - Managing your energy
  - Execution

Visit the next page for details on how we can help you.

## Workshop Investment

Choose the program that best fits your needs:

### **The Business Zone 2 Day Workshop Fees: \$1495.00**

This workshop is designed for a maximum of 16 people and accommodates beginning or advanced golfers.

#### *Includes:*

- 2 day business workshop
- Business Zone Workbook
- 18 holes of Golf
- Professional golf instruction
- Continental breakfast & lunch
- Team debrief –The 19th hole

### **Customized Workshops:**

Half Day Golf Clinic: (4) hours-\$595.00 per person (maximum of 12 people)

- Golf Performance Workshop

Full Day Business/Golf Workshop: \$795.00 per person (maximum of 16 people)

- Business/Golf –select from topics in the business module with a ½ day of golf
- Team Building
- Networking Skills

Three Day Business/Golf Workshop: \$2295.00 per person (maximum of 16 people)

- Add an extra day to the 2 day business/golf workshop
  - Golf Performance Workshop
  - Team Building
  - Networking Skills

### **Assessments:**

- TAIS (The Attentional and Interpersonal Style inventory):
- Assessment Only \$150.00
- Assessment with 2 coaching calls \$450.00
- 28 page business assessment
- 30 page sport assessment measuring characteristics of peak performers.  
[www.TheWinningMind.com](http://www.TheWinningMind.com) click on assessment zone.

## Customized Programs

*(select from one of the following to customize or add on to your 2 day business workshop)*

### **Golf Performance Workshop:** On the golf course

- Assess Mind-Body-Swing
- Teaching Swing fundamentals to improve your consistency, more distance more accurate
- Putting—speed control, green reading
- Build golf confidence
- Instill strategies from the best

### **Team Building:** On the golf course

- Interactive exercise to bring your employees together
- Communication skills
- Leadership skills
- Team decision making skills
- Define and embrace roles
- Following the company mission statement as a team

### **Networking:** On the golf course

- To build relationships
- How is golf used in business
- Golf etiquette
- What is expected of you as the host
- Rapport building
- Do's and don'ts of hosting a client on the course

### **Alternative Titles**

- Take AIM to Optimal Performance: Overcoming Stress to be at Your Best
- Enough Is Enough: When the Time to Change Is Now!
- Clark Kent vs. Superman: How Are You Showing Up
- The Psychology of Optimal Health: Change Your Mindset to Change Your Health

## Workshop Fees

### **Deposits & Cancellation:**

A deposit of 50% is required upon confirmation of the booking. In the event of program cancellation or reschedule due to weather, Sessinghaus Performance Systems will rebook the event program on a mutually convenient date with no penalty if the program is rescheduled within a 6 month period. If the program is cancelled by the client and not rescheduled deposit will be considered full and complete settlement.

### **Travel Expenses & Accommodations:**

Unrestricted coach airfare and accommodations will be billed directly to client. Additional expenses meals, ground transportation and tips will be invoiced after the program has been completed and is due immediately upon receipt.

### **Golf/Workshop Locations:**

To meet the needs of the golf workshop, Sessinghaus Performance Systems will set up all arrangements with our preferred locations or a location that your company selects.

## About Rick Sessinghaus

Rick Sessinghaus specializes in increasing people's performance in their personal, business and athletic careers through speaking, training, and coaching. Rick founded Sessinghaus Performance Systems Inc. with the purpose of helping others realize their full potential and live their dreams. Rick got his start helping athletes improve their competitiveness. He soon discovered a demand to use his coaching methods to improve clients' personal and professional lives, and found their success equal to that of his athletic clients.



Rick has devoted his life to the study of peak performance. As a former professional golfer, Rick has now found more satisfaction helping others achieve their dreams than he did in his own competitive career. Long intrigued by the fact that physical skill's were rarely the determining factor in athletic success Rick studied the mental and emotional skills that make or break a performance adding to his Bachelors Degree in Speech Communications, Rick received his Masters and Doctorate Degree in Applied Sports Psychology.

Synthesizing the tools and methods of Olympic champions, top business executives, and others who have achieved a life of greatness, Rick developed a proven system that can raise an individual or team's level of performance regardless of where they are beginning. He specializes in assessing how an individual can best integrate his or her mind, body, and skills to reach his or her full potential. As Rick continues to enrich the quality of people's lives through his proven performance enhancement system, he is constantly researching the latest scientific findings pertinent to achievement. Rick lives with his beautiful wife Kathy and daughters Grace and Katy, and son Grant in Burbank, CA.

- Member of the PGA (Professional Golfers Association of America)
- Certified Master Trainer of NLP (Neuro-Linguistic Programming)
- Member of AAASP (Association of the Advancement of Applied Sports Psychology)
- Head coach of The Tri-Valley Special Olympics Golf Team since 1995
- Trained to administer/evaluate the TAIS (The Attentional and Interpersonal Style inventory), which has been used with Olympic athletes, CEO's of Fortune 500 companies, high ranking military personnel, and many others looking to improve their performance.
- Owner of Sessinghaus Performance Systems.

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