



# PSYCHOLOGY OF PEAK PERFORMANCE



A division of the  
**Western Equipment Dealers Association**



# TOOLS TO MAXIMIZE POTENTIAL

## Overview

Your staff's performance reflects on your dealership. Peak performance requires motivation, leadership, and dedication. What if your dealership gave your employees the training and support, they need to achieve beyond expectations? Often, dealerships offer courses just for management, but this course helps all employees maximize their potential. This course will demonstrate how focusing on peak performance can improve the quality of your staff's personal and professional lives. Doing so means higher morale and production, plus profits for your dealership.

## What We Offer

This one-day course will provide a toolkit to maximize the potential of all dealership employees and management staff. Learn how to motivate employees and encourage their willingness to perform above expectations.

### **After completing this course, you will feel empowered to:**

- Use this knowledge to embrace your life's journey
- Use the Big 5 tools to maximize the natural resources you already possess
- Foster enthusiasm as a priceless personality ingredient
- Use high-performance fuel to propel your personal development

Prior to attending the course, you will be given instructions to prepare a personal vision and mission plus identify your personal values.

## Who Should Attend?

This course is designed for all dealership employees.

## The Big 5 Tools for Peak Performance

We'll explore the primary tools used to boost your performance, including:

**Peak potential:** Maximizing your performance begins with the passion to become the best version of me.

**Self-awareness:** Will the real me please stand up? Peak performers know who they are and honor their strengths and limitations.

**Open-mindedness:** Peak performers exhibit a willingness to learn. A closed mindset prevents transformation and hinders your ability to serve others.

**Self-discipline:** Peak performers do what must be done to maximize their potential and performance.

**Humility:** Peak performers are proud of who they are and what they have accomplished while being mindful of the need for continuous development.

## Identifying Your Life's Journey

Peak performance begins with the understanding that all of us are on a personal life journey. This journey ranges from serving yourself to serving others. We'll cover topics like improving your quality of life by taking control of your destiny, and how to reach the highest level of service to others. We'll craft a personal vision, a mission/purpose that drives your personal motivation, and the core values that drive performance.

## Enthusiasm

Enthusiasm is the priceless personality ingredient for peak performance. The following tools can help you develop this natural resource to maximize your performance in life and at the dealership.

**Self-talk:** Create a positive psychological environment

**Optimism:** Enlist this high-performance fuel that injects hope

**Results:** Focusing on what you want to achieve can boost performance

**People Power:** Be the person others want to work with

**Self-confidence:** How your I Can attitude generates positive results

**Self-esteem:** A foundation of worthiness lets you live a high-performance life.

## 7 Steps to Personal Change

You will learn the 7-Step Personal Change Process to facilitate your transformation. Change is a natural process that – when embraced – can lead to a fulfilling personal journey and enhance your peak performance.