

## Drive to the Top! Business Lessons Learned from Sports Greatest Champions

**Program Deliverables:** Demonstrate how top performers in financial services and sport identify, prioritize and act upon market and business opportunities. Provide specific examples of how multi-million dollar producers establish and execute on their business plans.

### Program Description

Are you interested in learning what it takes to become best in the world at what you do? Top performers, in sports and financial services, design and execute plans that focus upon the greatest opportunities in their business. As a result, these champions generate greater business growth with less effort.

Through the lens of professional sports, Dr. Jensen outlines the five performance principles that top advisors and athletes use to take performance to a world-class level. Dr. Jensen will teach you how to utilize these same principles to take your practice to even greater heights. The presentation addresses:

- Facilitating the 5 Essentials of Champions
- Overcoming complacency – breaking through your performance plateaus
- Understanding the critical drivers of revenue and new asset growth
- Identifying and prioritizing your business opportunities
- Taking action: Turning best practices into repeatable business systems

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## Dr. Rick Jensen



Dr. Rick Jensen is a world-renowned performance coach, sport psychologist, and author. In golf, his clients include more than 50 touring pros on the PGA, LPGA and Champions Tours who have combined to win over 200 tour victories and 33 major championships. Dr. Jensen has also trained tennis champions including winners of all four Grand Slam championships.

In the world of financial services, Dr. Jensen has consulted with top firms including Merrill Lynch, Morgan Stanley, UBS, LPL, and Wells Fargo. He has coached hundreds of financial advising teams and trained management at all levels.

Dr. Jensen is the author of *Drive to the Top: 5 Timeless Business Lessons Learned from Golf's Greatest Champions* and *Easier Said Than Done: The Undeniable, Tour-Tested Truths You Must Know (and Apply) to Finally Play to Your Potential on the Golf Course*. He has been featured on ABC, ESPN, CNN, and the Golf Channel, and is also a contributing writer for Golf Digest and GOLF Magazine.