



# IGNITING THE THIRD FACTOR

## How do you get someone else committed to reaching their full potential?

It's a question that challenges new managers and seasoned executives alike, echoes through coaches' heads as they watch a gifted athlete underachieve, and keeps parents up at night. It's a question that you need to be able to answer to move your work team to high performance and enable your children to achieve self-reliance and success.

It's also a question Peter Jensen has spent a lifetime investigating. In Igniting the Third Factor, Peter synthesizes his life's work into the five core practices exceptional leaders use to ignite the Third Factor – whether it's in the locker room before a gold medal Olympic hockey game or at a routine performance review.

Peter works through an easy-to-understand model, providing a clear view of what separates 'igniters' from 'extinguishers' and exploring a wealth of strategies you can put to use immediately in your world.

It's a speech that only Peter could give – delivered the way only he can.

## The Five Lessons

### ■ Manage Yourself

*"Manage yourself so others won't have to"* – JOHN WOODEN

Igniters are extremely effective when under pressure because they consciously work on self-awareness and self-control. Learn the skills they use to stay mentally fit.

### ■ Build Trust

*"The only way to make a man trustworthy is to trust him"* – HENRY STIMSON

Trust leads to commitment, and committed people outperform. Learn how Igniters use their words and actions to build trust.

### ■ Encourage and Use Imagery

*"Imagination is more important than knowledge"* – ALBERT EINSTEIN

Get introduced to the powerful skill of imagery – the most powerful way you can provide direction, motivation, and feedback to your people.

### ■ Uncover and Work Through Blocks

*"What's in the way, is the way"* – LAO-TZU

Igniters don't use band-aids. Learn the skills you need to get straight to the root causes of performance problems.

### ■ Embrace Adversity

*"Smooth seas don't make for skillful sailors"* – PROVERB

Igniters know that strength comes from tearing the muscle. Learn how to create and manage adversity now for optimal performance in the future.

## About the Presenter:

**Dr. Peter Jensen** is the founder of Performance Coaching Inc. one of the premiere training firms in Canada. He has attended six Olympic games, worked with over 40 medal-winning athletes and their coaches, and is the sport psychology trainer for Canada's Olympic women's hockey team. He is a top rated instructor at Canada's foremost business school, Queen's School of Business. He is the author of the best selling book *The Inside Edge* and his latest book *Igniting Third Factor*. Learn more about Peter at [www.peterjensen.ca](http://www.peterjensen.ca).



*"Peter made an invaluable contribution to the overwhelming success of this conference on organizational and societal leadership. His teachings – and his manner of teaching – created a deep impression on the participants, all of whom are leaders within their own organizations. In fact, Peter was invited back to speak for a second day."*

– IAN ANDERSON, EXECUTIVE DIRECTOR  
GOVERNOR GENERAL'S LEADERSHIP CONFERENCE



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