



# COMPANY PROFILE





Research shows that success is **80% MINDSET** and **20% SKILLS**.  
Human beings are creatures of repetitive thought patterns and habits.  
To experience change and quantum growth the patterns must change.

## About Us

We specialize in **REPROGRAMMING** and **UPGRADING** the mindset and conditioning high performance habits of your team members, so that they can achieve extraordinary results consistently. We have been doing this successfully since 2000.

### SOME OF OUR CLIENTS



# Our Story

Peak Performance International was founded in the year 2000 by James Gitau, after he underwent a soul-searching and a powerful life transformational journey. Under guidance of some of the best turn around experts, he mastered the well kept secrets of neuroscience of change and success conditioning.

He decided to close his other very profitable businesses to dedicate his life to helping others achieve better results.

## FOUNDER AND CEO

### JAMES GITAU



At Peak Performance, we believe each one of us has immense potential to make our wildest dreams a reality.

We are committed in showing you how to tap deeper into that potential so you can experience life to its fullest.

We also believe in the spirit of continuous and never ending improvement of our team. This has helped us build a solid reputation as we deliver on our promise.

Our creative, engaging, empowering and fun way of delivery gives our client a memorable and life changing experience! The tools we equip our clients with are practical and life long!



## Vision

To be the most trusted  
Transformational  
and Human potential  
development firm in Africa.

## Mission

Transformed mindsets,  
Positively changing Africa.



# ARE YOU READY TO TRY SOMETHING DIFFERENT?



- Are you tired of hearing stories after stories of why targets are not being met.
- Have you been spending money year after year on trainings, team buildings retreats, coaching sessions, long review meetings and your not getting the results you know your team is capable of?

## WHAT MAKES US DIFFERENT?

- We understand and apply best science based techniques of change and success conditioning for long lasting results.
- We help REPROGRAM and UPGRADE the mindsets.
- We have done it for over 23 years. We know what works and what does not work.
- We save you time, money and frustration.
- We will be your growth partner.

*"Insanity is doing the same thing over and over and expecting different results." ~ Albert Einstein*



# Our Programs Portfolio



- Developing a High-Performance Culture
- High-Performance Team building
- High-Performance Leadership Academy
- Unleash the Potential Within
- Sales Training, Mentorship and Coaching
- Personal Financial Management





# High Performance Culture

All high performing institutions have a clearly defined, and well understood unifying culture.

This premier product is for leaders who are committed to excellence and achieving extraordinary results long term.

## OBJECTIVES

- To help your organization achieve your vision faster.
- To develop a culture that delivers the promise.
- To develop a culture of excellence.



## BENEFITS:

- A more united, energized and focused team.
  - A stronger sense of identity and purpose amongst employees.
  - Improved collaboration and teamwork.
- Faster and better results.
  - Enhanced performance.
  - Quantum growth.





# High Performance Team Building

The continuous success of your organization is dependent on how well the members plan, coordinate, execute, measure and celebrate as a team.

This program is designed to identify and annihilate negative mindsets and habits. It will also help identify your team's success factors.

## OBJECTIVE

To bond people, nurture and improve team work.

## BENEFITS:

- Outstanding interpersonal relationships.
- Positive growth mind-set.
- Improved communication.
- Enhanced conflict resolution skills.
- Increased speed of execution.
- Respect for individual differences.
- Higher performance and productivity.



# Unleash The Sales Dragon Within Program

Are you tired of the same old excuses for missed sales targets and feeling stuck in a repetitive cycle? It's time to break free and achieve quantum growth in a short time!! The key to success lies in **reprogramming the mindsets** of your sales team at the **subconscious** level and helping them develop high performance habits and rituals.

We have designed a bullet proof program that will transform your business forever. The program has two parts:

**UNLEASH  
THE SALES  
DRAGON  
WITHIN**



## PART 1

# Breaking Mental Barriers Workshop

## Unleashing The Dragon

What if in a 3-day fun filled, educative, most empowering and entertaining, workshop, your sales team members were equipped with advanced mindset reprogramming skills that will completely transform their thinking, habits and approach to selling.

Your sales team will learn how to:

- Identify their limiting programs(mindset).
- Reprogram themselves to unleash that sales dragon in them.
- Develop daily sales rituals/ habits to become wildly successful.
- Elevate the sales game with cutting-edge strategies and tactics from industry experts.
- Master the art of building meaningful connections with clients and to close bigger deals effortlessly.
- And much more...

Your team will also walk barefoot on a bed of red-hot charcoal. They will feel unstoppable! Your business and life will never be the same again!



## PART 2

### Sales Coaching & Mentorship

After the 3 day life changing workshop, your team will be eligible to join our sales coaching and mentorship program by specific industry experts.

They will go through several assessments to establish individual or team gaps. Our experts will then design exciting and empowering skills development programs that will help them increase the numbers-*fast*.

Every part of your business will be transformed forever!

#### BENEFITS

You will have the following benefits:

- A more confident, resilient, creative, and self-driven sales team.
- Close MORE and BIGGER deals.
- Larger market share.
- Lower staff turnover.
- And much more...









- Improved ownership and commitment.
- Enhanced productivity.
- Happier workforce.
- Healthier workplace environment.

# High Performance Leadership Academy

Each person has huge leadership potential that can contribute immensely to the attainment of the organization's vision. Many organizations struggle to execute their strategy owing to inadequate leadership skills at various levels.

While it is important to have strong leaders at the top, successful organizations develop leaders at all levels.

This progressive leadership model, inspired by martial arts' philosophy, consists of 4 levels:

- YELLOW BELT:** Leading Wherever you are.
- BLUE BELT:** Inspiring the team.
- RED BELT:** Results Not Excuses Leadership.
- BLACK BELT:** Making the Vision a Reality.



# YELLOW BELT: Leading Wherever You Are

**TARGET GROUP:** All staff

## **OBJECTIVES:**

- To create leaders without title at every level.
- To raise self-awareness of their immense potential.
- To increase ownership.

## **AREAS COVERED:**

- Developing a positive and empowering attitude.
- Identifying personal strengths and weaknesses.
- Creating work-life balance.
- Personal and Professional growth.
- Personal Finance management.



## **BENEFITS:**

- Increased effectiveness.
- Higher levels of ownership.
- More creativity, participation and engagement.
- More collaboration between management and junior staff.
- Increased productivity.





# BLUE BELT: Inspiring the team

**TARGET GROUP:** Supervisors, Line Managers, Functional Managers. HODs, CEOs

## **OBJECTIVE:**

To equip the participants with:

- Superior skills of leading and motivating staff.
- Skills on how to build and lead high performance teams.

## **KEY AREAS COVERED:**

- Building an indomitable Personal Brand.
- Aligning the personal brand to that of the organization.
- Creating high performance teams.
- Influencing and motivating your team to get results.
- Superior communication skills.
- Building and maintaining team trust.

## **BENEFITS:**

- Staff who are aligned to your values.
- Energized & self-driven staff.
- Better team work and team spirit.



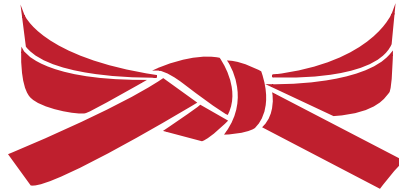
# RED BELT: Results Not Excuses Leadership

**TARGET GROUP:** Functional Heads, HODs, CEOs



## OBJECTIVES:

- To equip your team with skills on what it takes to lead Organizations.
- To equip the participants with superior Leadership skills that will have their functions producing outstanding RESULTS NOT EXCUSES.



## KEY AREAS COVERED:

- Character, Competence of great Leaders.
- Leading and managing change.
- Building a high-performance team.
- Conflict management and resolutions.
- Planning and time management.
- Decision-making.
- Coaching and mentoring.

## BENEFITS:

- More focused staff.
- Better planning skills.
- More cohesive and functional team.
- Increased productivity.
- Results not Excuses.



# BLACK BELT: Making the vision a reality

**TARGET GROUP:** Functional Heads, HODs, Chief/ General Managers & CEOs

## OBJECTIVES:

- To equip the participants with skills to lead ordinary people into achieving **extra ordinary results**.
- To develop more CEO caliber staff within the organization.

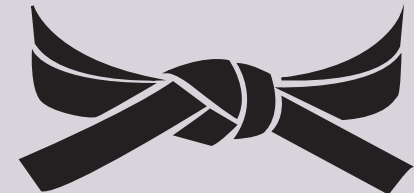


## KEY AREAS COVERED:

- Keeping the team emotionally connected to the vision.
- Thinking and acting strategically.
- Identifying vision barriers.
- Succession planning.
- Overcoming leadership blind spots.
- Managing corporate politics and external forces.

## BENEFITS:

- Inspired and Inspiring Leadership.
- More CEOs caliber staff.
- Improved Overall Performance.



# Unleash The Potential Within

- Do you want to increase the productivity of your team?
- Do you want to super charged them in the shortest time?

If your answer is yes, this program will ignite the inner fire of your team members making them feel unstoppable.

Your team will be equipped with mastery skills to reprogram the subconscious mind to achieve **quantum growth**.

One of the activities includes training the mind so as to walk bare foot on a red-hot bed of charcoal.

This program will blow your mind away!!

## BENEFITS:

- Developing an **UNSTOPPABLE** mindset.
- Enhanced **ENERGY** and **CONFIDENCE**.
- Higher **AMBITION**.
- Improved **INTERPERSONAL RELATIONSHIPS**.
- Lower staff turnover.
- Higher **PERFORMANCE** and **PRODUCTIVITY**.



# Personal Financial Management

Research shows that most employees are financially stressed which adversely affects their productivity.

This program is designed to empower employees with better financial mindset and money management skills. It includes managing immediate gratification which leads employees living beyond one's means which many at times has led to unethical behaviors or simply unhappy employees.

## OBJECTIVES:

- Developing a healthy money mindset and habits.
- Budgeting and saving.
- Where and how to invest money.



## BENEFITS:

- Your staff will be more focused.
- You will have a happier staff.
- Lower staff turnover.







# Our Footprint



GROUP HEAD OFFICE

**NAIROBI, KENYA**

GROUP TEAM LEADER: JAMES GITAU

**DAR ES SALAAM, TANZANIA**

TEAM LEADER: CAPT. PHIL KISAMO

**KAMPALA, UGANDA**

TEAM LEADER: PATRICK MUKIIBI

**KIGALI, RWANDA**

TEAM LEADER: PAMELA SIMBI







# Get in Touch



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