ARE YOU A SUSTAINABLE HIGH PERFORMER?

TIGNUM // ENGINEERING
SUSTAINABLE HIGH PERFORMANCE
“WHAT HELPS COMPANIES WIN IN TOUGH TIMES IS HIGH PERFORMING LEADERS AND TEAMS THAT ARE SUSTAINABLE. THIS IS THE ONLY WAY TO WIN IN TODAY’S CHALLENGING MARKETS AND IT’S AN INVESTMENT THAT IS WELL WORTH IT.”

DAVID TURNER // CHIEF FINANCIAL OFFICER // KPMG
One of the most often missed levers in business is human performance. Commonly, leaders focus on processes, roles, collaboration, and systems, while they underestimate the human performance contribution. When leaders, and their critical teams, lack the mental agility, stamina, resilience, and energy to execute the business strategy, the business underperforms. Without the right strategies and support, critical leaders and their teams will quickly operate in the survival mode. Unfortunately, the survival mode has some grave consequences on critical leaders and their teams:

- YOU CAN’T FIGHT AS HARD FOR THE BEST AND MORE INNOVATIVE SOLUTIONS
- YOU LACK THE ENERGY AND WILL TO GO THE EXTRA MILE TO EXECUTE ON THE STRATEGY
- YOU BECOME CYNICAL AND MORE NEGATIVE
- YOU CAN BE FORCED TO COMPROMISE YOUR VALUES (PERSONAL AND ORGANIZATIONAL)
- YOU COMPROMISE YOUR PERSONAL AND YOUR TEAM’S RESILIENCE
OVER 90% OF EXECUTIVES DON’T PREPARE THEIR BRAIN TO PERFORM THEIR BEST FOR HIGH IMPACT EVENTS SUCH AS KEY MEETINGS, PRESENTATIONS, NEGOTIATIONS AND STRATEGY WORK.
Sustainable High Performance is a condition where your excitement to handle challenges is evident, and your mental and physical energy is abundant. People perceive you as present, responsive, and focused. You implement sound judgment and innovative solutions, maximizing your impact on your team, company, brand, and your family. Sustainable High Performance is showing up consistently at your best.

SUSTAINABLE HIGH PERFORMERS:

- HAVE ENERGY RESERVES TO DEAL WITH CHALLENGES
- HAVE RESILIENCE TO BOUNCE BACK FROM SETBACKS, HIGH WORKLOAD, AND TRAVEL
- HAVE THE STAMINA TO EXECUTE THE STRATEGY
- HAVE ENERGY TO ENERGIZE OTHERS
- HAVE MENTAL AGILITY TO QUICKLY CREATE WINNING SOLUTIONS EVEN IN CHAOTIC SITUATIONS
- HAVE A HIGH LEVEL OF PERSONAL PREPARATION FOR THEIR PERFORMANCE
- DESIGN THEIR PERSONAL PERFORMANCE, RATHER THAN LEAVE IT TO CHANCE, TO TAP INTO THEIR POTENTIAL

After working with top executives from all over the world, we have learned that Sustainable High Performance does not occur by chance. It requires conscious choice, applied in a strategic manner, followed by purposeful actions. When highly talented leaders, and their teams, strategically apply high performance behaviors, they energize their teams and projects, they increase their effectiveness, they have more impact, and they create better business results.
95% of your behaviors are non-conscious and automatic. Your habits determine your stamina, your mental agility, your resilience, and your energy.

Are your current habits getting you what you want?
The new norm is about developing the ecosystem to encourage and support Sustainable High Performance because this is the only way companies can innovate and win.

We create this new norm in several ways:

.01 Engineering Personal Sustainable High Performance - these projects are often integrated into corporate learning projects

.02 Engineering Team Sustainable High Performance - these projects focus on critical teams (IPO, Finance, M&A, Transformation, Product Launch, Crisis Management, etc.) to not only improve their performance and sustainability but to support them as they face their toughest challenges

.03 Engineering a Sustainable High Performance Environment - these projects support the development and implementation of a Sustainable High Performance culture (office, meeting, travel, etc.)

.04 Engineering Sustainable High Performance Products - together with partners (McLaren Applied Technology, Athletes’ Performance, etc.) we design performance products that lead to the support and development of Sustainable High Performance habits
.01 IMPROVE PERFORMANCE THROUGH BUILDING EXECUTIONAL STAMINA, ENERGY, AND MENTAL AGILITY
In short: we Maximize Your Reach so you can impact your top and bottom line. This is not just boasting. We’ve done it. We’ve proven it. We tie our success to your success.
THREE PERFORMANCE LEVELS //

ENGINEERING SUSTAINABLE HIGH PERFORMANCE

FUNCTIONING
MAKING SURE ALL BODY SYSTEMS WORK WELL

- 63% of executives had impaired metabolic function which decreases energy, contributes to brain fog, and causes altered hormonal responses.

OPTIMIZING
BUILDING HIGH EXECUTIONAL STAMINA, MENTAL AGILITY, RESILIENCE, AND ENERGY FOR DAILY CHALLENGES

- 84% of executives want ways to increase their sustainable energy so they can give more energy to others (co-workers, direct reports, family).

PEAK PERFORMANCE
DETAILED PREPARATION OF BODY AND BRAIN FOR HIGH STAKE EVENTS

- Over 90% of executives don’t prepare their brain to perform their best for high impact events (key meetings, presentations, negotiations, strategy work).

63% of executives had impaired metabolic function which decreases energy, contributes to brain fog, and causes altered hormonal responses.

84% of executives want ways to increase their sustainable energy so they can give more energy to others (co-workers, direct reports, family).

Over 90% of executives don’t prepare their brain to perform their best for high impact events (key meetings, presentations, negotiations, strategy work).
We are the only company that approaches executive performance on all three levels:

_WE EVALUATE AND THEN IMPROVE THE PERFORMANCE OF THE BODY’S ORGAN SYSTEMS BECAUSE THIS IS THE FOUNDATION OF PERFORMANCE._

_THEN WE HELP OUR CLIENTS OPTIMIZE THEIR PERFORMANCE SO THEY CAN DELIVER THE SAME FOCUS AND ENERGY AT 4:00 IN THE AFTERNOON THAT THEY COULD AT 9:00 IN THE MORNING. THIS MEANS YOU ARE MORE ENGAGED, MORE CREATIVE, AND MORE IMPACTFUL ALL DAY._

_FINALLY, WE TEACH OUR CLIENTS HOW TO PREPARE IN AN ENTIRELY STRATEGIC AND INDIVIDUAL WAY SO THEY CAN DELIVER THE BEST RESULTS DURING THEIR MOST DEMANDING AND CRITICAL MUST-WIN EVENTS (E.G. NEGOTIATIONS, MEETINGS, PRESENTATIONS, ETC.)_
TIGNUM only accepts clients who want to make an impact. We will not accept a box ticker approach. Our work leads to performance results, both organizational and personal. We don’t count on luck. We design high performance solutions. If your people make the difference, make your people different.

**WHAT'S IN IT FOR YOU //**

**BENEFITS TO THE ORGANIZATION**

- Improved productivity
- Higher competitive edge
- Improved efficiency
- Better transformation
- Better team mindset
- Higher resiliency
- Higher employee engagement
- Positive talent retention
- Improved talent acquisition
- Better employee value proposition

**BENEFITS TO EACH INDIVIDUAL**

- Sharper brain
- Higher stamina
- Higher sustained energy level
- More focus and concentration
- Improved effectiveness
- Reduced brain fog
- Improved preparation for key events
- Improved leadership qualities
- Improved agility
“TIGNUM MADE A BIG IMPACT ON MY ENTIRE TEAM, ON ME PERSONALLY, AND ON OUR BRAND. THEY SHOWED US THAT IT’S TRUE—IMPOSSIBLE IS NOTHING!”

BERND WAHLER, CHIEF INNOVATION OFFICER, ADIDAS
Every client is unique and different, yet they all depend on high performance for their success, and Sustainable High Performance for continued success. These are some of the common times when clients have hired us to help deliver Sustainable High Performance:

**IN PREPARATION AND ONGOING SUPPORT FOR CRITICAL TEAMS**
(e.g. product launch teams, IT teams, R&D teams, innovation teams, crisis teams, merger & acquisition teams, post merger integration teams, IPO teams)

**IN PREPARATION AND DURING KEY STRATEGIC PROJECTS**
(e.g. driving for growth, marketing campaigns, must execute delivery situations)

**IN SUPPORT OF LEADERSHIP INITIATIVES**
(e.g. female leader development, high potential development, cultural changes)

**TO CREATE A COMPETITIVE EDGE AND IMPACT THE RETENTION/ATTRACTION OF CRITICAL TALENT**
“THE IMPACT TIGNUM MAKES IS A BUSINESS COMPETITIVE EDGE. AFTER WORKING WITH TIGNUM I AM MORE FOCUSED, MORE PRESENT, MORE PASSIONATE, AND MORE RESILIENT. I ESTIMATE THAT I AM 30% MORE EFFECTIVE AND PRODUCTIVE. THIS IS A BIG DEAL TO THE BUSINESS, MY TEAM, AND MY FAMILY.”

JOHN REID-DODICK // CHIEF PEOPLE OFFICER // AOL
92% say Tignum has improved their personal performance in doing their job (efficiency, impact, effectiveness, motivation, focus, etc.)

95% say Tignum helped them perform better under pressure.

90% say after working with Tignum their performance when they travel has improved.

92% say the Tignum strategies have given them more energy.
89% say since working with TIGNUM they are much more effective in important meetings.

97% say the tools and concepts of TIGNUM are easy to apply in their day.

85% state that outside of work, the people close to them say they have become more attentive, present, focused.

97% say the investment that their company made in providing them the TIGNUM experience was valuable to their company.
When we came to Tignum it was a very trying and tough time for our team. They transformed my team and changed our mindset. They gave us real strategies to help us deal with the challenges we face every day. Tignum helped our energy and stamina when we needed it most.

DEVIN WENIG // CEO // THOMSON REUTERS MARKETS

“The investment we made with Tignum really made a difference to individuals to manage themselves through the significant change.”

SIMON KING // VP R&D // ASTRAZENECA

“Before working with Tignum, I had no idea how much better I could be. After working with Tignum, I approach my day, and my must-win events, with a new level of preparation. Without a doubt I am 15% better.”

ALEXANDER SCHUTH // ASSOCIATE DIRECTOR // GENENTECH

“The work with you clearly exceeded my expectations and the entire team was very positive about the whole project. We were more effective in our meeting yesterday than we have ever been. The impact you had is no doubt a direct result of the terrific team that you are and the passion, energy, and commitment that you bring to what you do. As I indicated, you also have a very powerful product in terms of such an integrated and holistic approach that is pragmatic and doable for busy executives.... You have a great solution!”

LYNN TETRAULT // EXECUTIVE VICE-PRESIDENT HUMAN RESOURCES AND CORPORATE AFFAIRS // ASTRAZENECA

“It is not easy to measure the direct financial payout for what Tignum does but as a CFO I can assure you that what helps companies win in tough times is high performing leaders and teams that are sustainable. This is the only way to win in today’s challenging markets and it’s an investment that is well worth it.”

DAVID TURNER // CHIEF FINANCIAL OFFICER // KPMG

“For my team and I we have always been all about performance. Performance of our brand and performance of our clients who use our products. Tignum taught us personal sustainable high performance skills and strategies. They improved our mindset, and our sustainability. Tignum made a big impact on my entire team, me personally, and on our brand. They showed us that it’s true - Impossible is Nothing!”

BERND WAHLER // SVP INNOVATION // ADIDAS

“Your work was amazing. This team really needed it and I owe much of the success to the Tignum team. The consistent feedback was... Tignum... Wow... what a great team, high energy, great business focus, they really know what it takes to create COMPLETE sustainable performance. In fact, out of all of our objectives/agenda items, Tignum ranked the highest! Thanks for doing an amazing job. You helped to jump start the team and really created a momentum that will make a difference for the long term.”

ABBE LUERSMAN // SVP GLOBAL HR TRANSFORMATION // UNILEVER

“Feedback from two perspectives: first, on the personal impact that the things our team learned will have on them and second on the professionalism of the entire Tignum team. Even the biggest skeptics have converted. You stuck to the facts, gave us realistic options, took away the excuses and gave us some tools that will help us as employees, coworkers, spouses, parents and energized positive individuals. Thanks Team Tignum.”

JEFF PAUL // VP // IBM

“Probably the most effective intervention I have spent in 10 years. Why? Clear, personal, actionable and impactful.”

CHRISTOPH DUBI // DIRECTOR SPORTS DEPARTMENT // INTERNATIONAL OLYMPIC COMMITTEE
At Tignum, we have a passion for making a real impact with our clients. We understand that human performance engineering requires knowledge, skill, and innovation. This is why we are always searching for new ways to better evaluate and comprehend our clients’ needs and desires. We are continually testing and developing new strategies and solutions to help our clients enhance and sustain their high performance. Through collaboration with leading thinkers, scientists, educational institutions, innovators, and vendors, we stay on the cutting edge of what works. We are proud to work with our elite team of partners.

MCLAREN // APPLIED TECHNOLOGY
With the technology arm of the Formula 1 racing team MAT researches human telemetry with the goal to build new performance services and tools.

ATHLETES’ PERFORMANCE
Athletes’ Performance (Phoenix, Arizona), the world leader in integrated performance training for elite athletes is a founding partner and shareholder of Tignum.

BOTTEGA + ERHARDT ARCHITECTS
Bottega + Ehrhardt Architects is an internationally awarded (the only double world office award winners) and published architecture firm based in Stuttgart, Germany. Their unique approach creates functional and innovative designs that make the user and their needs the main focus.

I-GENERATOR
i-generator is an international innovation laboratory that specializes in functional systems and product concepts to improve human performance.
The Tignum Book “Sink, Float, or Swim” is about helping leaders increase their responseability (ability to respond to high demands) and their performability (ability to perform at their potential). In the business world there are sinkers, floaters, and swimmers. This book offers pragmatic and proven strategies to help individuals, teams, and organizations become sustainable high performers (swimmers) and achieve their full potential.

On a regular basis we publish our latest high performance thinking at: http://www.tignum.com/blog

A booklet form of our best thoughts is available at the Apple App Store.
MAXIMIZE YOUR REACH IS A VIDEO PROJECT ENGINEERED BY TIGNUM. MAXIMIZE YOUR REACH STARTS THE DISCUSSION ABOUT THE HUMAN ELEMENT OF SUSTAINABLE HIGH PERFORMANCE IN THE REAL WORLD OF BUSINESS.

VIEW SOME FANTASTIC INTERVIEWS AT: HTTP://MAXIMIZEYOURREACH.TIGNUM.COM
HOW DO YOU MAXIMIZE YOUR REACH?
“DEALING WITH THE EXTREME NATURE OF MY JOB I FEEL MUCH BETTER EQUIPPED WITH THE TOOLS AND THE TECHNIQUES I LEARNED FROM TIGNUM. THE TIGNUM EXPERIENCE HAS MADE A BIG DIFFERENCE TO ME AND MY TEAM.”

SANDY OGG // OPERATING PARTNER // BLACKSTONE
WE INVITE YOU TO EXPLORE TIGNUM, MEET OUR TEAM, AND LET US HELP YOU AND YOUR ORGANIZATION ENGINEER SUSTAINABLE HIGH PERFORMANCE.