

Investment in Excellence®

The Practice of Peak Performance



Everyday you are striving to be at your best, but what holds you back? Discover the key to unlocking human potential and build extraordinary organizational performance and corporate culture.

Investment in Excellence® is The Pacific Institute's powerful flagship curricula, delivering the tools for growth and change in a variety of media formats. Containing enhanced information on how personal beliefs and attitudes affect an organization's culture, Lou Tice teaches to the "whole person," presenting how the curriculum concepts affect not only the individual, but the family, workplace, community, nation and the world.

Based on the results of current research in the cognitive sciences, *Investment in Excellence* addresses the very foundation of all change processes – the human mind. Promoting self-examination and reflection, *IIE* illuminates areas where we may be holding ourselves back. It provides easy-to-understand and easy-to-implement tools to change attitudes and beliefs, which immediately reflect in greater results and higher performance.

Participants gain real insights into areas of personal, professional and organizational growth opportunities through professionally facilitated study and discussion with others. The facilitation process is designed to reinforce curriculum concepts and to practice using the tools so critical to sustainable Peak Performance

Investment in Excellence goes to the very core of quality improvement, performance enhancement and employee engagement – effective human thinking skills. It assists in creating a constructive culture with a common language, a creative environment, as well as a renewed sense of accountability and an interest in positive contribution, whether that is at home or at work. Processes already in place will be enhanced by effective thinking by the individual, which is reflected in attitudes and behaviors aligned with the results desired by the organization.

Continuous Education

Investment in Excellence® includes an independent-study audio program, presented by Lou Tice, and designed to augment the education presented on video. These 40 sessions can be spread over an eight-week period, providing two additional months of education and reinforcement. This audio program delves deeper into the concepts and skills taught in the facilitated sessions, encouraging participants toward continuous growth.



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Solving People Issues at Their Root Cause

SEATTLE • LONDON • TOKYO • JOHANNESBURG • PERTH • SHANGHAI

Learning Units

- Unit 1 Grow Into It** We don't let ourselves want what we don't believe we can cause.
- Unit 2 Belief is the Key** We act in accordance with the truth as we perceive and believe it to be.
- Unit 3 How the Mind Works** Change the way you think, and you change the way you run your life.
- Unit 4 Belief: The Root Cause** There seems to be a direct relationship between what I think about myself and the way my life goes.
- Unit 5 Habits and Attitudes** Keep the goal, change the habits and attitudes.
- Unit 6 How Beliefs are Formed** We act like the person we know ourselves to be.
- Unit 7 Disputing Negativity** We must control our self-talk or it controls us.
- Unit 8 Beliefs Regulate Effectiveness** Our beliefs set the limits on the use of our potential.
- Unit 9 Play Without Fear** We move toward what we think about.
- Unit 10 The Next Time . . .** Thoughts accumulate to build beliefs.
- Unit 11 Warranted Self-Esteem** We draw to ourselves what we feel worthy of receiving.
- Unit 12 Out of Order – Into Order** Human are always working for order in their minds.
- Unit 13 See Yourself Into It** As we visualize the new, we become dissatisfied with the old.
- Unit 14 The Structured Process** If you want to improve your life, you will want to use the affirmation process.
- Unit 15 Creating A New Normal** Words trigger pictures, which trigger emotions.
- Unit 16 Creating Future Memories** Our present thoughts determine our future.
- Unit 17 Grow Stronger, Cause More** When we grow strong on the inside, change is easy.
- Unit 18 Culture: The Invisible Force** People behave and act in accordance with the truth as they believe it to be.
- Unit 19 Choices** When pushed, we push back.
- Unit 20 The Captain of the World** Freedom from fear releases potential.
- Unit 21 Switching Styles** Think in ideals.
- Unit 22 Where is the Truth?** All meaningful and lasting change starts on the inside and works its way out.
- Unit 23 The Answers Exist** Begin with the question, "What do I want?"
- Unit 24 Successful and Significant** Measure yourself from where you are to the ideal you are working toward.
- Unit 25 Designing Your Life** There is no growth without discontent.
- Unit 26 Goals: Hitting the Target** As we move toward our goals, feedback is essential.
- Unit 27 Releasing Energy and Creativity** Energy is created based upon the size of the goal.
- Unit 28 Increasing Awareness** The goal comes first, then we perceive.
- Unit 29 Expand the Container** Properly placed accountability is the key.
- Unit 30 Environmental Comfort Zones** Goal-setting is a familiarization process.
- Unit 31 From the Inside Out** As we visualize the new, we become dissatisfied with the old.
- Unit 32 Goal-Setting Through** Once we arrive at a goal, we lose our drive and energy
- Unit 33 Checklist for Goals** With balance, you are capable of achieving many things at the same time.
- Unit 34 The Best is Yet to Come** There is no growth without self-examination.

Program Materials

Participant materials include a Video Resource Guide, Audio Assimilation Journal, and eight (8) audio CDs in a zippered CD case, all contained in a zippered, three-ring leatherette binder. Written summaries are included in both video and audio texts.