


SEAN K.  SHAHKARAMI

**Corporate Leadership & Development
High Performance Training**

2023

Executive Summary

It may not be our fault, but it is our responsibility...

Our economy has entered a transitional stage. After three years of erosion and disruption to the traditions and cultural norms that kept us connected our society has changed. Distrust, angst, and even depression are prevalent everywhere - and it is impacting the workplace.

If I had to guess as a corporate leader you are probably seeing the consequences on a daily basis. Pricing pressure is erasing margins, your top performers are burnt out and some have probably already quit, your new hires and younger employees have great technical skills, but they come with a sense of entitlement, impatience, and zero emotional intelligence and worse at the first sign of the slightest adversity they are nowhere to be found (especially in hybrid and remote environments). You try to train, you want to train, but how - and with what resources?

If my message resonates with you it is not because I am a mind reader. Over the last twelve months, I have had hundreds of conversations with executives just like you and let me assure you the problems I speak of are not unique to any one business, industry, or geography. It is a socio-cultural problem that is permeating and threatening every single business. For example, when is the last time you went to a restaurant and saw a full wait staff, or at the grocery store has more than two, perhaps three check out lanes been open?

There is only one way out of this mess. **Leadership development.** Our country and our economy is on the verge of crisis, and make no mistake we are likely past the point of a painless solution or even "soft" landing. We must face hard truths, accept responsibility for the culture of comfort and convenience we all helped build and invest in our future; invest in our people. We must develop leaders who are willing to step up, face the facts, make difficult decisions, fail and have the resilience to stand.

I do not claim that I have all the answers, but I do have enough of them that I am willing to bet on myself and on you. Leveraging my expertise in peak performance and organizational leadership, I can address your unique challenges and meet your specific business objectives through a custom-tailored program that is based on neuroscience, quantifiable results and return on investment. Results are guaranteed because you only pay for performance.

I look forward to partnering with you to align your employees to your organization's values and objectives by cultivating intrinsic motivation that produces lasting performance improvements.



Best Wishes,



Sean K. Shahkarami

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The Challenges

- Inflationary / recessionary economic environment
- Margin erosion and little to no access to capital
- Rising costs with vendors, terms, and rising interest rates all squeezing your cash flow - some to the point where you may not be sure if you can make your next payroll.
- Your customers are feeling the pressure, too, as AR balances string out a few extra days, then a week or two, and now some of your best customers are more than month (if not more) behind.
- An aging employee base of top performers who are burnt out, culturally at odds with Generation Z, and little to no experience training others / working in a remote and / or hybrid environment - many of them have probably already left your organization, or even worse have "quiet quit" and are added weight on your payroll...which is likely one of, if not your highest cost.
- Generation Z employees come technically gifted and typically begin at your organization with a strong start only to fizzle when you count on them the most. Even worse, they have very little to zero emotional intelligence, are poor communicators, constantly distracted, and on average do not have the self-awareness to put in the effort to grow by themselves.

Key Priorities

- Train and develop your staff and employees in their functional roles
- Connect your employees to your organization's purpose
- Cultivate leaders within your organization
- Raise the standards of quality and instill a high-performance culture

Result Oriented Goals

My goal is to challenge, motivate, and inspire each individual to breakthrough moments that drive lasting, transformative change through principles of peak performance that are supported by neuroscience and psychology through the following steps:

- Survey, interview, and understand their personality archetype and their unique factors of intrinsic motivation.
- Through in-person, one-on-one, and group-based engagement, develop trust and relational collateral, understanding their points of view related to their performance.

- Connect and align each individual to the organization's mission through specific illustrations of how their everyday performance impacts not just the organization's collective future but their own, emphasizing the importance of total accountability.
- Identify and resolve gaps in systems, processes, and procedures, fostering lines of open communication, cross-functional collaboration, and team loyalty.
- Advise to Management accountability systems and evaluation metrics used as KPIs and performance assessments with the input of the employees such that they are personally connected and accountable to the metrics and system they designed.
- Identify each individual's strengths and deficiencies and train in both one-on-one and group-based settings best practices to improve the areas of weakness.
- Install a standard of organizational excellence driven by a high-performance culture through the training program

Ultimately, I am confident this process and my program will result in a meaningful and lasting performance improvement. My goal is to improve each of your key metrics by at least 10% in 90 days.

Training Program Curriculum

I. Month One: Foundation of Peak Performance

- **Week One:**

- Through surveys, interviews, and metrics, analyze the baseline status quo of the day-to-day operations of your organization. (one-on-one).
 - Employee deliverable: Personality survey, interview, and performance self-assessment.
 - Beginning in week one, I will be performing audits of the processes, procedures, and employee use/mastery of the tools and resources they have at their disposal.
 - I will meet with you regularly at your desired cadence to report my findings and make any potential recommendations. After gaining your approval, I integrate solutions into the course's curriculum outlined below and resolve operational gaps through the program and as part of the employee deliverables.
 - For example, employees do not have a script/strategy to overcome a certain objection. I will implement the training and specific strategy into the appropriate session, and the employees will draft the script as part of their "homework" deliverable. This methodology imparts lasting organizational change as the employees are connected to the solution and are empowered to take ownership and accountability for their work and results.
 - This process begins in week one and is ongoing in the background throughout the duration of the training. This practice is how I can package true leadership and peak performance development with specific strategic, organizational, and performance improvements into a 90-day program.
 - Other methodologies would take at least twice the amount of time, would be double or triple the cost, and would not incorporate the same degree of active employee engagement and ownership - which is the key to long-term, lasting change.

- **Week One:**

- Identity and purpose in the workplace - group-based session focused on employees defining their identity and purpose in life and aligning and contextualizing its meaning in their career. Defining the meaning of a personal brand and how the personal brand connects to the organizational brand with emphasis on how building and leveraging a high-quality personal brand adds value to the organization and the individual.
 - Employee deliverable: Personal mission, vision, and value statement and how it connects to the organizational mission.

- **Week Two:**

- Distractions and disruptions - group-based session focused on identifying the common daily distractions and disruptions that prevent them from achieving their goals.
 - Employee deliverable: Self-assessment of their top five distractions blocking them from high performance.

- **Week Two:**

- Distraction and disruption elimination - group-based session focused on practical techniques and strategies to remove distractions.
 - Employee deliverable: Plan of action to remove distraction.
- One-on-one action plan audits and accountability meetings

- **Week Three:**

- The importance of active recovery, self-care, health, and hygiene - group-based session focused on recovery techniques and the importance of hydration, proper nutrition, sunlight, routines, sleep, good hygiene, and techniques to manage and control your emotional states with an emphasis on building self-awareness, emotional intelligence, and executive presence.
 - Employee deliverable: Active recovery survey and commitment plan
- One-on-one accountability session

- **Week Four:**

- Triggering the flow state - the flow state, also known as being "in the zone," is a neurobiological state of consciousness in which the brain emits a combination of alpha, theta, and delta waves. It is the state in which a person feels a deep and meaningful connection to their work, and results in feelings of selflessness, timelessness, and effortlessness. Leveraging flow, people are able to increase productivity by 500%.
- Combining the lessons of the first three weeks of the training will teach the process and four phases of the flow cycle and how to trigger the flow state on demand with emphasis on connecting the flow state to meaningful improvements on key metrics.
 - Employee deliverable: a commitment to practice the flow state in their work at least three times per day for the remainder of the program.

Month Two: Contextualizing Peak Performance

- **Week Five:**

- Recovery week.
 - One-on-one sessions to assess and evaluate meaningful impact and benefits from month one with metric benchmarking compared to the baseline metrics.

- **Week Six:**

- Departmental / functional breakouts
- High-performance sales
- High-performance marketing

- High-performance operations
- High-performance culture
- High-performance leadership
- **Week Seven:**
 - Functional breakouts with emphasis on:
 - Psychology of the workplace
 - Self-awareness
 - Effective communication - external and internal
 - Personal accountability
 - Emotional intelligence
 - Executive presence
 - Leadership by design
 - High-performing teams lead to a high-performance culture
- **Week Eight:**
 - Team-building exercise - group-based session focused on employee feedback, celebrating wins, identifying performance improvements, and areas for further development. The team-building exercise - "Excellence as an Identity."

Month Three: Professional Peak Performance (Focus on one-on-ones)

- **Week Nine:**
 - Recovery Week.
 - One-on-one performance assessments focused on identifying strengths and areas of improvement.
- **Week Ten:**
 - One-on-one performance assessments focused on gathering feedback, celebrating wins, and tailoring plans of action to resolve any remaining areas of improvement.
- **Week Eleven:**
 - Group-based sessions focused on sustaining the new habits, techniques, and performance improvements for the long term.

- **Week Twelve:**

- Group-based session to conclude and celebrate all of the progress and achievement attained.
- One-on-one conclusion assessment to answer any questions and complete the training program, providing employees links to all resources, recorded calls, etc., for their download to keep.
- Metric benchmarking to baseline metrics and debriefing with Management for feedback and evaluation on the program results.

Client Experience & Beyond the 90 days

Group-based content:

- Your employees will enjoy a premium experience using one of the premier LMS (learning management software) applications that is optimized for desktop, Android, and iOS.
- Your employees will have access to their private community space after the program's conclusion to engage with me should they have questions, want advice, or have an urgent need/request.
- The group-based materials and recorded group sessions will be available in the app, along with other resources that will be downloadable for your employees to keep.
- Through my ability to secure global rights and included for free in the app, your employees will also have access to Marcus Taylor's "7 Keys" course, a powerful coaching program that will help them improve all aspects of their life, (a \$1,000/per person value).

Keep up with Sean K. Shahkarami's Kingdom Circle on the go.

Download the App

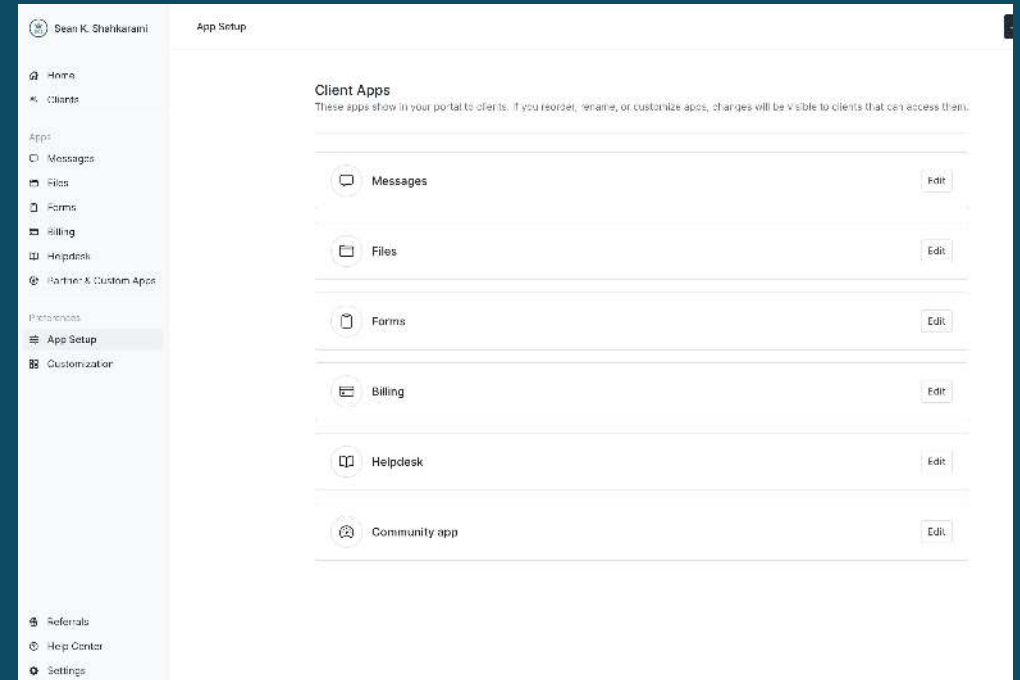
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One-on-one content:

- Your employees will also gain access to their individual client portal, where private feedback, metrics, and resources will be shared.
- To keep things organized, convenient, and simple the community app is linked inside the client portal.
- The materials shared in the client portal will be downloadable for your employees to keep for future use.

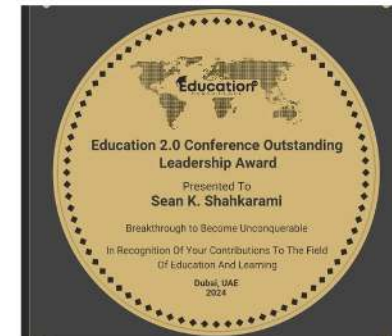


Qualifications

- Certified High Flow Coach by the Flow Research Collective, the preeminent peak performance research and training organization, through completion of an eight-month intensive training program. The Flow Research Collective partners with and trains Navy Seals and executives from Google, Deloitte, and Goldman Sachs.



- Certified Public Accountant and Certified in Financial Forensics with an eleven-year track record of success and high achievement in multiple disciplines and industries as both an entrepreneur and corporate professional, including investment banking, management consulting, merger and acquisition consulting, forensic accounting, litigation support/expert testimony, and bankruptcy, restructuring, and turnaround.
- Originated revenue of nearly \$2M in a recessionary environment.
- Near-perfect leadership score over eight consecutive quarters.
- Based on my previous work as an adjunct college professor and contributions to career training and coaching I was honored with Education 2.0's 2024 *Outstanding Leadership Award*.
- Business and career development author, *Resonate - Principles of Peak Performance* (publication date: October 3, 2023).
- Chosen for the cover of Top 100 Innovators & Entrepreneurs Magazine.



- Personally one-on-one coached and mentored by Marcus Taylor, one of the most recognized motivational speakers and a featured partner with *Motiversity*.
- Upon your request, I can connect you with Marcus if you would like to learn more about a potential speaking engagement. He has agreed to give my clients a 50% discount for the remainder of calendar year 2023.



Recent Client Wins

With the help of a fantastic team and extensive network, we achieve results, period.

Coached Managing Director of a boutique advisory firm in South America on sales and closed three projects in one month.

Securing long-term client relationships.

Training sales and marketing team on personality-based market segmentations and advising on storytelling marketing campaigns with individualized, branded, and dynamic QR codes (in progress).

Enabling the team to market, sell, and interact in a truly individualized customer experience without manual processes.

High-performance sales training for two SaaS companies (in progress).

Projected ROIs of greater than 44%

Additional Benefits & Resources - Access to my Network of other High Performing, High Integrity Professionals

Should you ever need or want other services, providers, or resources, I am happy to connect you with the right person - and can typically secure you with a preferred rate.



Financing, Capital Markets, & Investment Banking:

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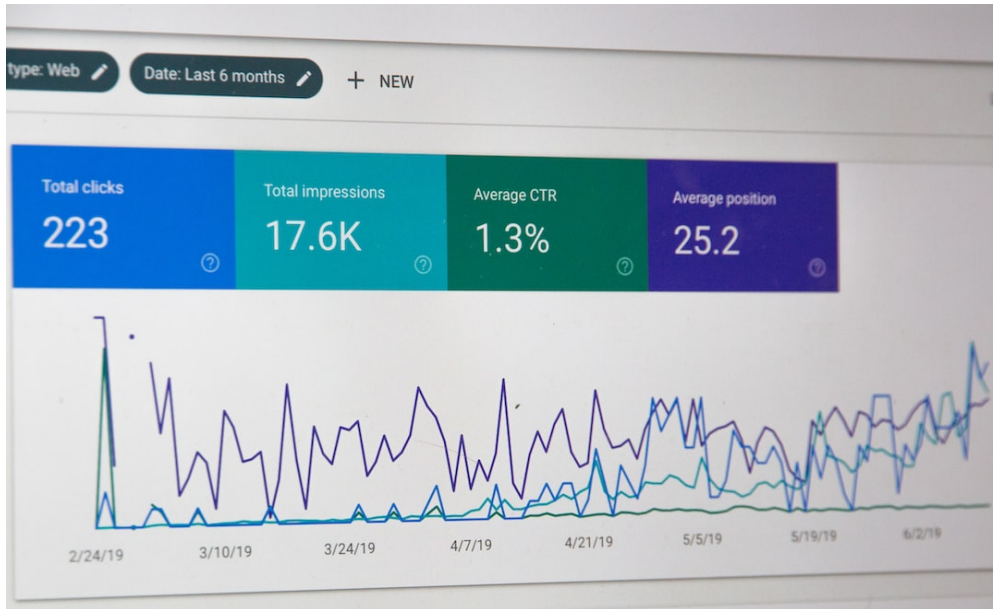
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Ian Walton, Full Stack Software Engineer, Contractor

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Domo - an industry-leading provider of enterprise-grade developer resources and cloud-based BI, AI, and machine learning application environment. I have a strategic partnership with Domo and can provide this resource at an average discount of 50%.

<https://www.domo.com>



Digital Marketing

Adcellerant - through my strategic partnership with Adcellerant, a leading digital marketing technology company, I can provide you with digital advertising services at nearly wholesale rates. I save my customers an average of 40% as compared to a normal digital agency. Adcellerant also guarantees certain click-through/conversion metrics on certain campaigns/products.

<https://adcellerant.com/>

Book a follow-up a call to learn more about how my training will add value to your organization

I am looking forward to speaking soon.

In the meantime, if you have any questions, don't hesitate to reach me directly on my cell at (682) 217-7120 or by email at sean@seankshahkarami.com