

# CATHY SALIT

CEO, author, learning  
and development  
innovator, executive  
coach, improviser, social  
entrepreneur



Through her acclaimed book *Performance Breakthrough: A Radical Approach to Success at Work* and as CEO of *Performance of a Lifetime*, an Inc. 5000 Fastest-Growing Company, Cathy Salit has helped teams, organizations, and thousands of individuals achieve breakthroughs in their performances in the workplace. As a speaker, she introduces audiences to The Becoming Principle™ — a revolutionary approach to learning and change that blends theater, improvisation, and the new science of performative psychology. In all of her work, Cathy relates to people as performers, and organizations and companies as the stages on which they perform. By introducing audiences to this approach — that they are both who they are and who they are becoming — Cathy's entertaining and interactive presentations address some of the crucial issues facing leaders and organizations today:

## **THE PERFORMANCE OF LEADERSHIP**

Make no mistake — leadership is a performance. Salit leverages her two decades of experience as a CEO and as coach-advisor to executives at Fortune 500 companies and innovative upstarts alike, to help her audiences tap into their inner performer to grow into more effective, creative and successful leaders.

## **THE ART OF CONVERSATION**

It's all about relationships — with colleagues, the boss, employees, and clients or customers. Cathy draws on the core skills of improvisation and theater to help people at all levels learn how to listen and communicate artfully; to enhance and create strong connections with others; to handle unexpected (and challenging) situations; and to build relationships that grow and last.

## **CREATIVITY, CHANGE, AND THE COMPETITIVE EDGE**

Creativity, Cathy says, is not just for “creatives.” And constant change — a reality for our times — affects us all in big and small ways. Cathy explores how to approach change as a creative opportunity, a creative project, a creative endeavor — and reap the benefits of the innovation and competitive edge that follows.

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## Cathy customizes her presentations to the unique needs of your audience and forum, with areas of focus including:

- Managing through change
- Innovation and creativity
- Diversity and inclusion
- Executive presence
- Collaboration
- Building high-performing teams
- Entrepreneurship
- Leadership
- Storytelling
- Sales and networking
- Coaching and mentoring
- Creating with “crap”
- The art of listening
- Women’s leadership
- The power of play at work

## ABOUT CATHY

Cathy Salit began her career as an upstart and risk-taker at the age of 13, when she dropped out of eighth grade and started an alternative school in an abandoned storefront in New York City. This unusual endeavor put Cathy on an uncharted life path, and she has dedicated her life to creating educational environments that challenge the “way things are” and offer innovative, high-impact learning and development experiences.

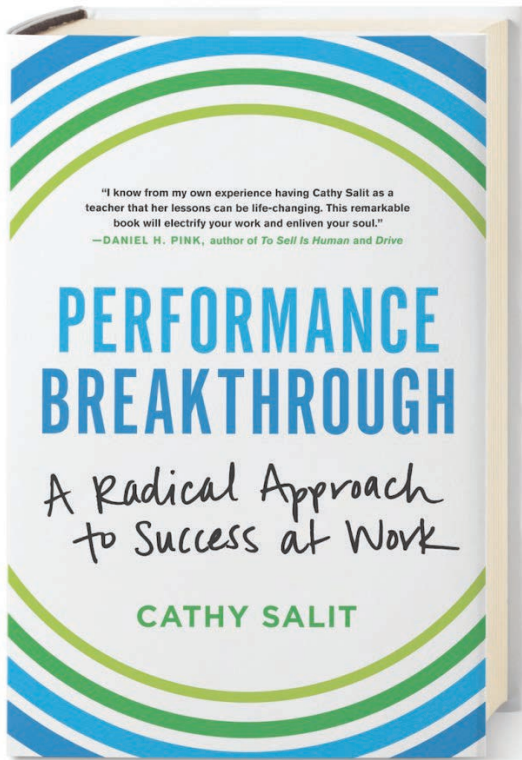


When she isn't speaking or coaching executives, Cathy leads [Performance of a Lifetime](#) (POAL), an Inc. 5000 Fastest-Growing Company that helps leaders, teams, and organizations close the gap between the status quo and their desired future by focusing on the human side of strategy. POAL's team of coaches and human development experts leverage their proprietary method, The Becoming Principle™, to engage leaders and companies in creating and acting on new and uncharted possibilities. As CEO, Cathy works with leaders and teams at companies such as American Express, Nike, Coca Cola, Rolls Royce, The Johns Hopkins Hospital and the Metropolitan Museum of Art.

Cathy is the author of [Performance Breakthrough: A Radical Approach to Success at Work](#) (Hachette Books), which has been called a “must read” ([Susan Cain](#)), “required reading” ([Tor Myhren](#)), and an “exhilarating book” ([Mary Catherine Bateson](#)). Cathy and her work have been featured in *Forbes*, *Inc.*, *Fast Company*, *Wired*, and the *Wall Street Journal*. She is also an artistic associate at the award-winning [Castillo Theatre](#) in New York City, where she performs regularly with the musical improv comedy troupe the Proverbial Loons. Less frequently, she sings jazz and R&B on any stage she can find...or create.

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# ABOUT PERFORMANCE BREAKTHROUGH



In *Performance Breakthrough* Cathy Salit presents the revolutionary approach to learning and growing that she and her company Performance of a Lifetime have been using for twenty years to help American Express, Nike, Pfizer, the United States Olympic Committee, PwC, 3M, and Chanel, among a Who's Who of other brand name clients.

Salit's core idea is that all humans have an innate ability to perform, pretend, and improvise. It's what helps us develop as children and continue developing as adults. You may not have been on a stage since you played a tree in third grade, but the reality is that you're performing all the time.

*Performance Breakthrough* shows how you can

use ideas and techniques from theater and improvisation, along with the new science of performative psychology, to enhance your performance at work and "become who you are not yet."

In his best-seller, *To Sell is Human*, Daniel Pink devotes almost an entire chapter to just one aspect of Salit's work. *Performance Breakthrough* presents her full methodology to help you hone your listening, relationship and communication skills; recognize and act on opportunities; build healthy working relationships; and grow as a leader. No matter what the challenge, the combination of her case studies and practical exercises will help you realize your potential and deliver your own top performance.

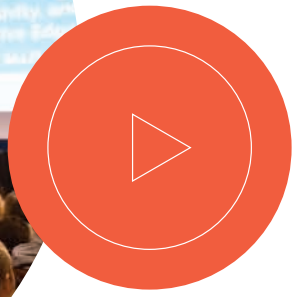
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I know from my own experience having Cathy Salit as a teacher that her lessons can be life-changing. This remarkable book will electrify your work and enliven your soul.

**Daniel H. Pink**

author of *To Sell is Human*  
and *Drive*

# AUDIENCES



SEE CATHY SPEAK