Human beings are not only who we are. We’re also who we are not yet — that is, who we are becoming.

- The human capacity to become is fully appreciated in children. We all played, improvised and performed when we were young, and human development science shows how essential that is for developing cognitively, creatively and emotionally.
- But adults are not encouraged to engage in this process of experimentation and discovery. Instead, we’re told to play it safe, get it right, “be who you are.”
- We help leaders to become again by accessing their innate ability to perform (the way actors and improvisers do). In that way, they can simultaneously experience who they are and who they are not — yet. With the support of our expert team of coaches, leaders engage in real-time transformation.
- Learning how to perform builds confidence and helps leaders strengthen:
  - Self and relational awareness
  - Social and emotional agility
  - Courage to engage in new ways
  - Ability to embrace and learn from failure

WHY PERFORMANCE OF A LIFETIME?

For 20 years, we’ve worked with clients across all industries to grow their leadership talent — the capacity to engage hearts and minds, to inspire change, and to build strong followership around new strategies, ideas and ways of working.

Our work is firmly grounded in business outcomes. Every phase of the process, from discovery to design, coach preparation to delivery and post-workshop reinforcement, is tied to your stated objectives and the specific business indicators you are looking to impact.

Our approach, The Becoming Principle®, provides a powerful development experience. Leaders enhance their impact by expanding their social, emotional and intellectual capacity to drive complex outcomes.

Our coaches bring to their work a rare combination of strengths: business acumen, a strong foundation in leadership development, and an expertise in the tools and artistry of the theater. Your people will immediately apply what they experience with us in the many and varied performances they give to both internal and external audiences.

THE BECOMING PRINCIPLE

OUR INNOVATIVE PRACTICE DRAWS FROM DISCOVERIES IN THE EMERGING FIELD OF PERFORMATIVE PSYCHOLOGY ABOUT THE ESSENTIAL ROLE OF PLAY AND PERFORMANCE IN ADULT LEARNING AND DEVELOPMENT.
OUR SERVICES

CUSTOM LEADERSHIP DEVELOPMENT SOLUTIONS
Six- to twelve-month cohort programs (workshops and coaching) designed to grow leaders’ capacity to drive specific new strategies or address systemic organizational challenges.

EXECUTIVE OFFSITES
High-impact strategic planning sessions designed to engage leaders in closing the gap between the status quo and their desired future. Follow-up coaching for individuals and groups helps leaders develop the new performances essential to driving business strategy.

SIGNATURE WORKSHOPS
High-touch, immersive workshops that focus on enhancing specific new performances across a body of leaders — executive presence, influencing, storytelling, feedback and coaching, high-stakes conversations and more.

INTERACTIVE KEYNOTES
The Becoming Principle® comes to life for your team or organization with these engaging and inspiring keynote presentations. These experiences include exercises and practical tools from our book, Performance Breakthrough: A Radical Approach to Success at Work.

SELECTED CLIENTS

Extremely valuable in helping our leaders advance and deepen their capacity to coach and bring out the best in their teams.”
— SVP, AMERICAN EXPRESS

We have radically transformed how we conduct discovery and craft solutions with our clients. The coaches masterfully shifted our focus, supporting us to make the client the hero of our stories.”
— HEAD OF SALES LEARNING, TWITTER

An excellent experience for leaders to grow and develop.”
— VICE PRESIDENT, SUN LIFE FINANCIAL

ABOUT PERFORMANCE OF A LIFETIME

SELECT CLIENTS
With backgrounds in the performing arts coupled with training in philosophy and performative psychology, our team of coaches and human development experts leverage The Becoming Principle® to engage leaders and entire organizations in discovering, creating, and acting on new and uncharted possibilities. Headquartered in New York City, we serve Fortune 500 and innovative, upstart brands on a global basis.


2015
2016
2017

WWW.PERFORMANCEOFALIFETIME.COM
RECENT CUSTOM LEADERSHIP SOLUTIONS

Six- to twelve-month cohort programs (workshops and coaching) designed to grow leaders’ capacity to drive specific new strategies or address systemic organizational challenges.

FINANCIAL SERVICES TECH  STRENGTHENING CHANGE LEADERSHIP

STRATEGIC GOAL:
Strengthen technology leaders’ capacity to partner with the business and drive tech transformation

POPULATION:
Vice presidents and directors across the global technology function

PROGRAM IMPACT:
- Accelerated engineers’ appreciation of business needs and context
- Increased confidence and skill in proactive relationship building
- Enhanced capacity to influence complex outcomes in highly matrixed environment
- Increased strategic leadership by VPs through empowerment of directors

STRATEGY & DESIGN AGENCY  GROWING ENTREPRENEURSHIP

STRATEGIC GOAL:
Develop a community of leaders who can step up and take greater ownership of CRM and client outcomes

POPULATION:
Managers and directors producing client work

PROGRAM IMPACT:
- Built a culture of real-time feedback and coaching
- Established peer mentoring practices
- Enhanced executive presence and leadership with clients
- Created capacity for senior leaders to conduct higher-level client cultivation

GLOBAL MARKETING  LEADING COLLABORATION ACROSS SILOS

STRATEGIC GOAL:
Develop leaders who effectively influence across silos in a more streamlined operating model

POPULATION:
Directors responsible for cross-company marketing

PROGRAM IMPACT:
- Resolved conflicts across silos and advanced services provided
- Partnered across silos to establish shared goals and strengthen collaboration
- Innovated to streamline processes in order to decrease time to market

“Performance of a Lifetime helps us to be more fearless. Their approach is unconventional and highly effective. They continuously challenge our team to do new things in new ways. We are better because they are our partners.”

SVP, GLOBAL TECHNOLOGY, FORTUNE 50 BANK
SIGNATURE WORKSHOPS
High-touch, immersive workshops that focus on enhancing specific new performances across a body of leaders. What new leadership performances do you need?

LISTENING LIKE A LEADER

YOUR NEEDS
• Coaching and developing talent
• Influencing without authority and building followership
• Strengthening client relationships
• Collaborating across silos and driving transformation

NEW PERFORMANCES
• Build strong interpersonal connections that allow leaders to expand what they hear
• Navigate and build with conflicting agendas
• Grow emotional intelligence and agility by leading with listening
• Activate curiosity to build more creative solutions to critical leadership challenges

LEADING WITH AGILITY

YOUR NEEDS
• Accelerating top talent’s transition from functional to enterprise-wide leadership
• Deepening understanding of strategy, and growing the leadership and culture necessary to drive execution
• Establishing and strengthening capability for innovation
• Providing a “lab” for working on current business challenges

NEW PERFORMANCES
• Embrace the unexpected and thrive in the unfamiliar
• See emergent and complex situations from multiple perspectives
• Frame challenges in ways that inspire action and iteration
• Build ensembles that experiment, learn from failure and support resiliency
• Lead and grow talent to both leverage strengths and lead people outside their comfort zones so they can grow

INFLUENCING WITH PRESENCE AND STORY

YOUR NEEDS
• Articulating a compelling vision to engage buy-in and action
• Crafting stories in which the audience — team or client, internal or external — is the “hero”
• Making complex or highly technical information accessible to the listener
• Establishing trust with greater transparency and personal narrative

NEW PERFORMANCES
• Engage and inspire with stories
• Craft and deliver high-impact presentations
• Bring transparency and clarity to dense technical information
• Flex communication style for influence
• Catalyze creativity to surprise and delight the audience
• Access a greater range of vocal and physical expression

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The Performance of a Lifetime team are masters of their craft. They engaged us in visceral learning experiences and helped bring our vision to life.”

— DIRECTOR OF OPERATIONS FOR LEARNING & ORGANIZATIONAL EFFECTIVENESS, GLOBAL PROFESSIONAL SERVICES FIRM
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. Cathy 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.
We are committed to advancing and innovating how the world sees and achieves human development. We’re bringing our revolutionary approach not only to businesses and people with means, but to all, especially the poorest communities who need and deserve the best.

In Operation Conversation: Cops & Kids, police officers and inner-city teenagers perform together in improvisation-based workshops to create new relationships and understanding.

KEY MISSION PARTNERS: