

**THE BUSINESS FORUM COMING EVENT**  
**MENTAL MANAGEMENT: KEYS TO PEAK PERFORMANCE**



**Presenter: Bill Adams, Center for Creative Leadership**

Tuesday, October 20, 2009

Roanoke Higher Education Center – Room 212

8:00 a.m. – 10:00 a.m. (Open Session)

10:15 a.m. – 11:30 a.m. (Members Only Session)

By applying the mental models used by elite athletes, leaders can positively and purposefully enhance their performance. This presentation offers a variety of cognitive and behavioral techniques that can be used to cultivate confidence, mental toughness and resilience.

Participants will:

- Learn about "flow" states
- Examine and understand the self-fulfilling prophecy
- Develop a mental filter
- Learn to control self-talk
- Develop and use empowering affirmations

Bill is a Senior Enterprise Associate at the Center for Creative Leadership (CCL<sup>®</sup>), a not-for-profit research and educational institution in Greensboro, NC. Bill is an expert in leadership and enhancing performance to unleash the power of people in the workplace and our everyday lives. An experienced leader developer with many years of developing leaders through instruction, coaching, mentoring and experiential learning activities, Bill has the proven ability to build and sustain winning teams.

Bill is a former career military officer with operational experience in light infantry and airborne units. He also has 11 years of higher education teaching experience during his

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military career. Bill directed the Center for Enhanced Performance at West Point for five years developing the full potential of over 4,000 student-athletes and leaders through applied performance psychology training resulting in league and national championships and Olympic appearances and medals. He and his staff also developed and delivered performance enhancement curricula to major combat units of the US Army contributing to improved organizational performance in a combat zone. He also served as the Professor of Military Science at Duke University and as an Assistant Professor in the Department of Behavioral Sciences & Leadership at West Point for three years each.

Prior to joining CCL, Bill was the co-founder and principle for a management consulting firm, which delivered management training to Fortune 500 companies, smaller manufacturers and professional service firms, and the federal government. Bill earned a B.S. in Civil Engineering from the United States Military Academy at West Point and a M.S. in Psychology from Virginia Tech.

This educational event of The Business Forum is open to the general public. To register for this event:

**Members of The Business Forum** – contact the Virginia Tech Roanoke Center at (540) 767-6100 or by e-mailing [vtroanoke@vt.edu](mailto:vtroanoke@vt.edu) on or before October 14, 2009.

**Non-members of The Business Forum** – RSVP to the Virginia Tech Roanoke Center by calling (540) 767-6100 on or before October 14, 2009. Your organization will be invoiced \$200 per participant.

If you have questions or need additional information, please contact the Virginia Tech Roanoke Center by calling (540) 767-6100 or e-mailing [vtroanoke@vt.edu](mailto:vtroanoke@vt.edu).