



Institute for
Women's Leadership

PER-K® (Performance Kinesiology) is about self-discovery, change and success. Learn the latest tools in mind-body psychology to create lasting change.



Your Instructor, Joan Cameron

Leading by Example

“PER-K has improved my leadership skills and has become a powerful “change” tool for my employees.”

M. June Smith
Vice President
Adolph Coors Company



“The goal of most leaders is to cause people to feel reverence for the leader. The goal of the exceptional leader is to cause people to feel reverence for themselves.”

Christopher J. Hegarty
& Philip B. Nelson in
“Seven Secrets of
Exceptional Leadership”

Clients who have participated in PER-K consulting and training include (partial list):

Continental Airlines,
Marriott Corporate Services,
Adolf Coors Company,
Buchenberger & Associates.

What does the 2-Day program offer?

- Learn self-empowering tools to re-program self-limiting beliefs, attitudes, and behaviors
- Change common subconscious beliefs that prevent women from achieving their potential in business
- Discover and access the hidden potential of your mind
- Create lasting change through applying the latest technology in mind-body energy psychology

Who are the participants?

The PER-K® Program is limited to 20 participants who are looking to accelerate their personal and professional growth. Participants are women who know that to be effective leaders they must be the example of change they seek. You can expect this group to be passionate visionaries who value relationships as a means to success and results.

Our Beliefs Establish the Limits of What We Can Achieve!

What is PER-K and how does it work?

PER-K® (Performance Kinesiology®) is a proven process that can dramatically increase personal and professional effectiveness. PER-K is a unique blend of various tools for change, drawing on years of scientific research in brain dominance theory, and utilizing principles from the emerging field of “mind/body psychology.”

How is this program different?

If you have attended “positive thinking” or “motivational” training sessions you probably realize that positive thinking and motivation alone seldom create lasting changes.

To make real improvements and then sustain them over time, you must access and transform the underlying beliefs and attitudes that sabotage peak performance.

Most neuroscientists agree that at least 95% of thought, emotion, and learning occurs at the subconscious level of the mind—that is, without our conscious awareness. That means that at least 95% of our “choices” and resulting behaviors aren’t conscious! They are preprogrammed responses from past experiences that are often outdated and self-sabotaging. By aligning subconscious beliefs and perceptions with your conscious goals and objectives, success becomes more a self-fulfilling prophecy rather than a struggle. PER-K® is a user-friendly way to rewrite the software of your mind in order to change the printout of your performance.



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