

## Expanding Energy for High Performance

If you're attending the ASTD International Conference & Expo in Denver, Colorado from May 6-9, don't miss Dr. Jim Loehr's presentation, *The Achievement Addiction: A New Corporate Epidemic*.

Drawing on more than 30 years of riveting insights into the world of high achievement, Dr. Loehr, Co-Founder of the Human Performance Institute and industry thought leader, will be revealing the insights found in his new book, ***The Only Way to Win: How Building Character Drives Higher Achievement and Greater Fulfillment in Business and Life***.

**Thought leader session** - Dr. Jim Loehr: *The Achievement Addiction: A New Corporate Epidemic*.

Tuesday, May 8            10:00 a.m. - 11:15 a.m.\*  
Wednesday, May 9        10:30 a.m. - 11:45 a.m.

\*Visit our booth after this presentation (#1031) for a special book launch celebration.

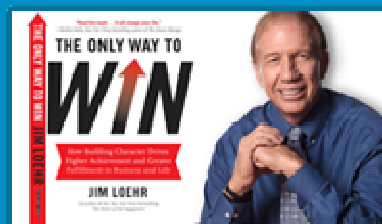
Discover how executives from 25 of the Fortune 100 companies in 2011 alone engaged in the Human Performance Institute's Corporate Athlete® training to learn how to effectively train to expand and manage their organizational energy for sustained high performance.

### How Building Character Drives Higher Achievement and Greater Fulfillment in Business and Life.

*The Only Way to Win* counters society's promise that great achievements will bring lasting happiness and fulfillment. Instead, Dr. Loehr shows how to repurpose the pursuit of achievement by focusing on character development to enable more effective, sustainable leadership and high-performing business cultures.

*"Jim takes the challenge to achieve success to a new level — one where winning with character and values leads to a life of significance and long-term happiness."*

**Steve Reinemund**  
Dean of Wake Forest Schools of Business and  
Former CEO, PepsiCo



Buy now