

AGENCY MANAGEMENT INSTITUTE'S

Build a Better Agency Summit



Jeff Salzenstein

Success Coach and Keynote Speaker, JRS Coaching

The Zone Of Excellence: Unleash The Champion Inside

Learn more. Make more. Keep more.

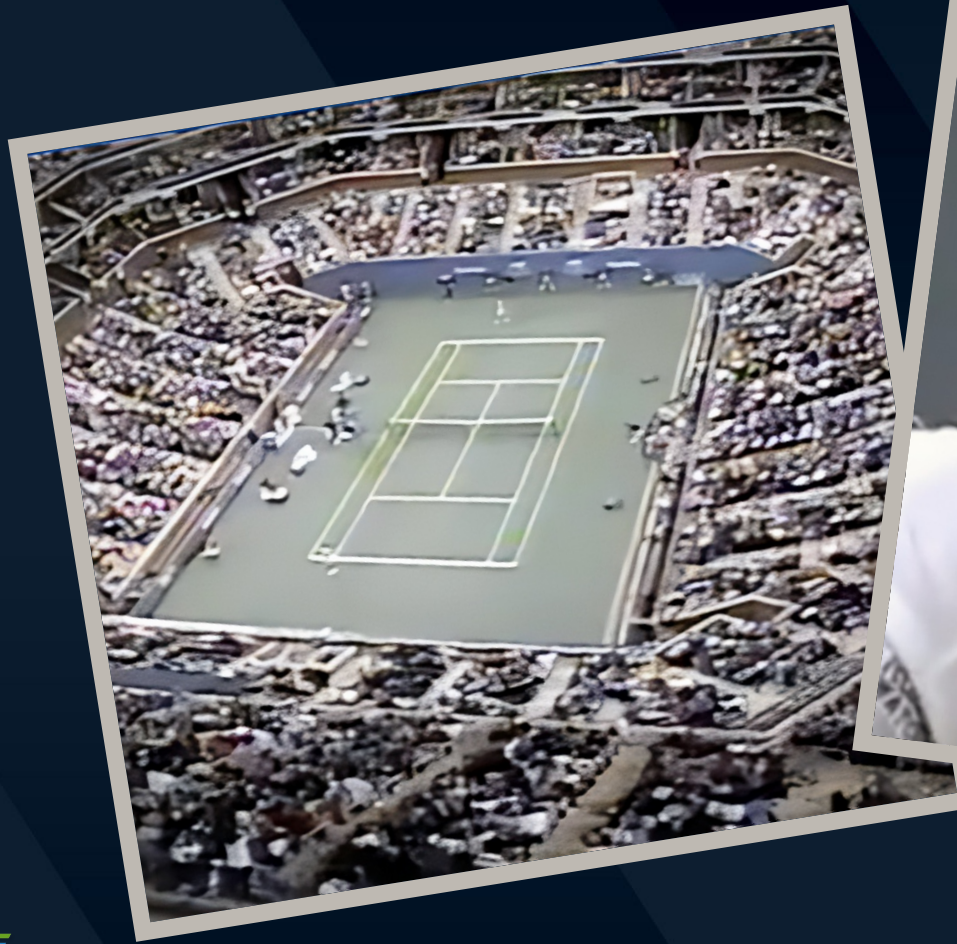
JEFF SALZENSTEIN

SPEAKER AND SUCCESS COACH

THE ZONE OF EXCELLENCE

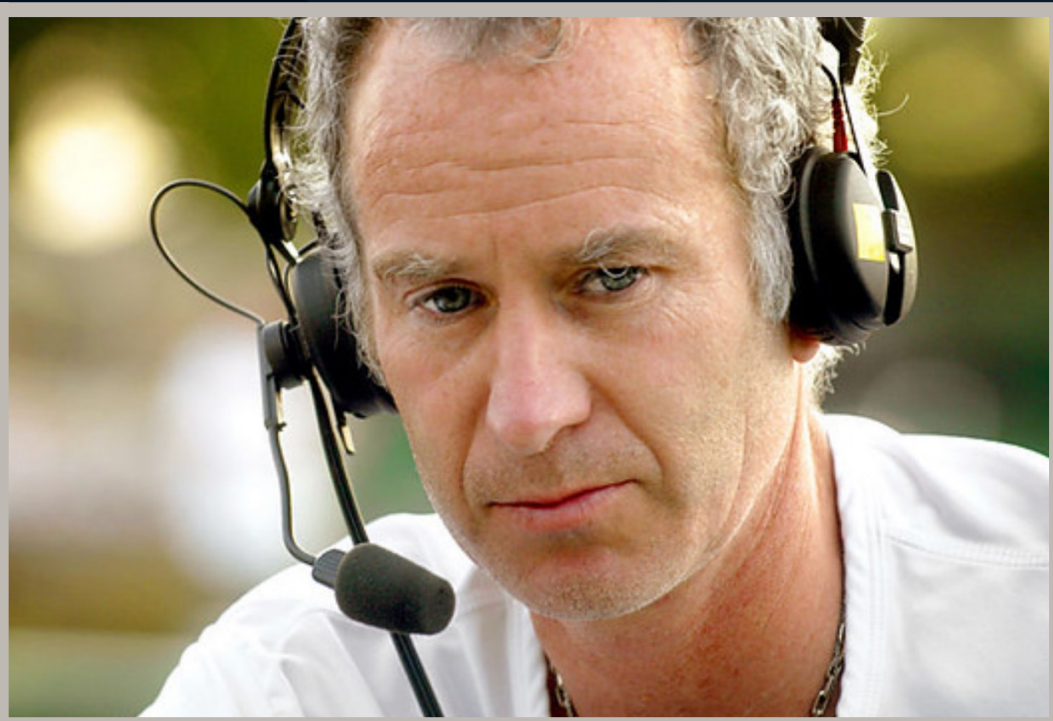
HOW TO UNLEASH THE CHAMPION INSIDE





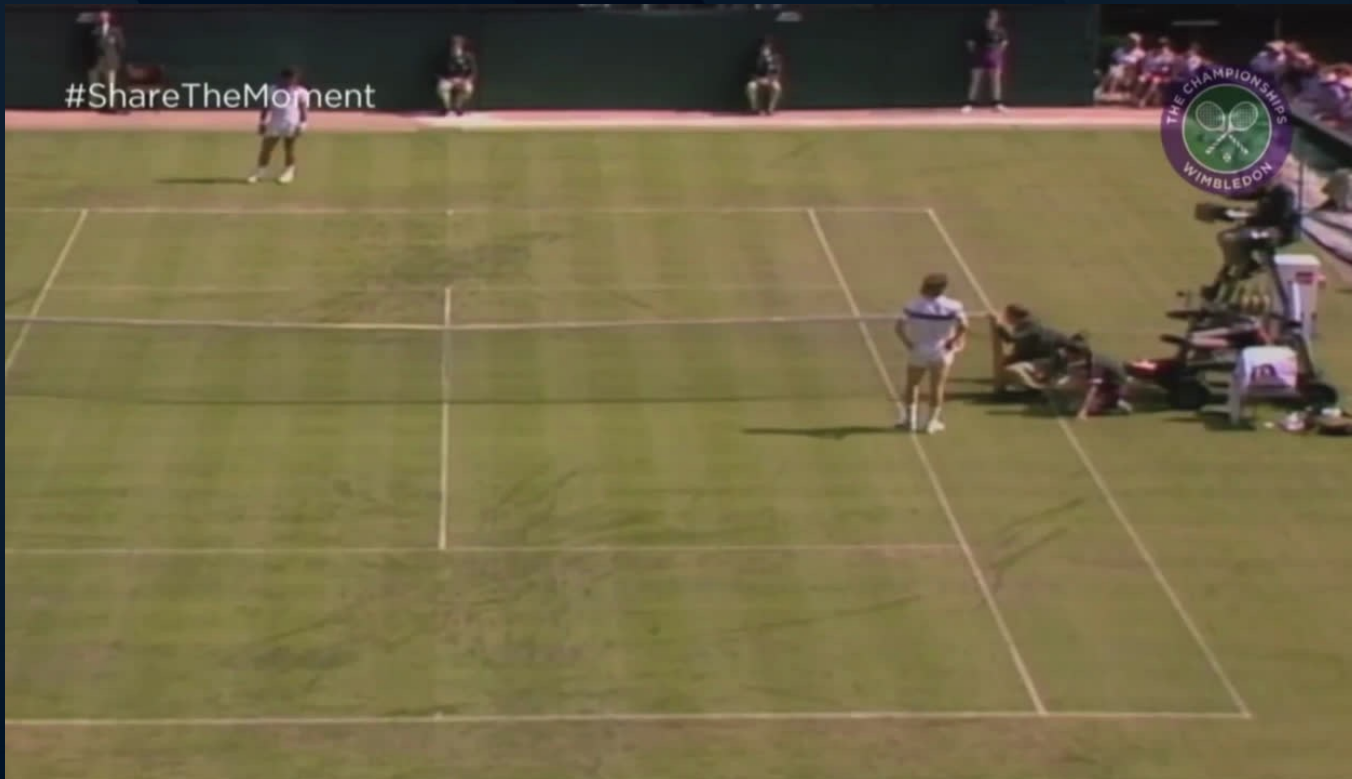
@JEFFSALZENSTEIN

JOHNNY MAC



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YOU CANNOT BE SERIOUS!



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ZONE OF EXCELLENCE

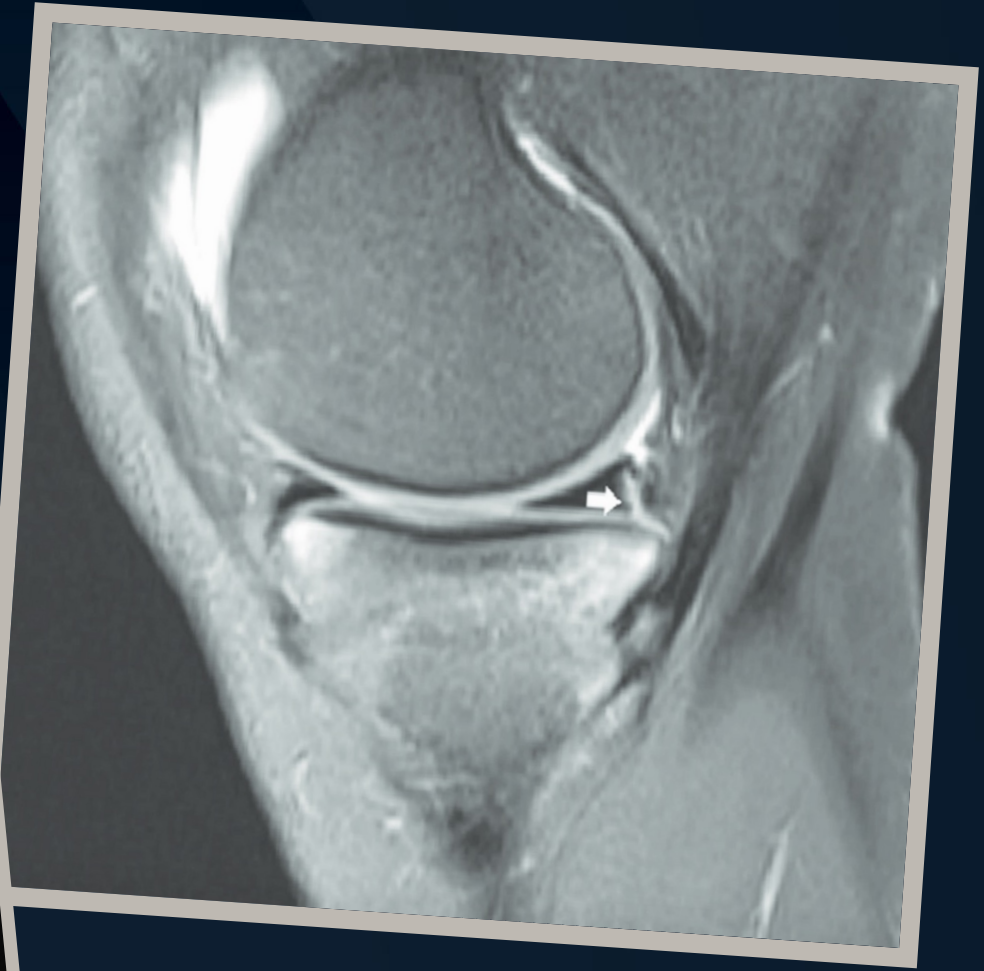
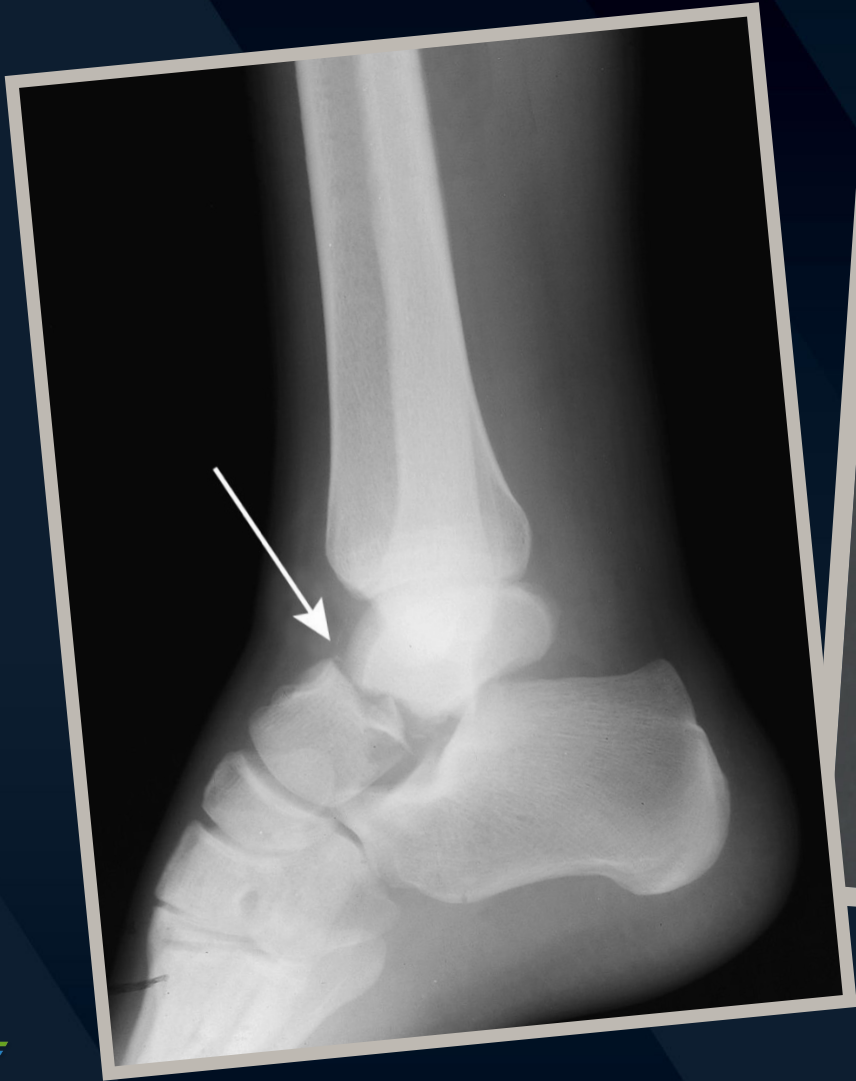


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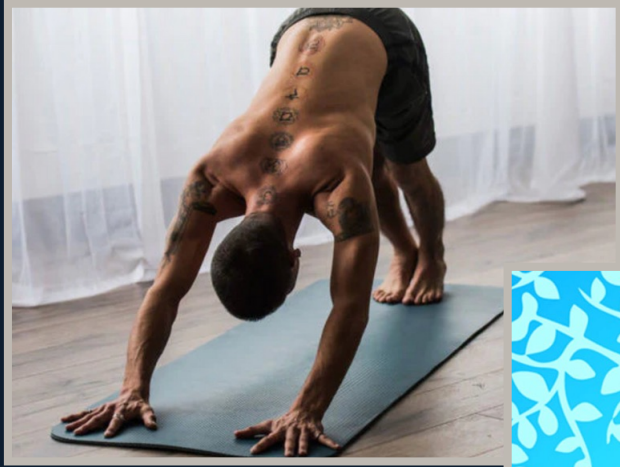
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WHAT DO I REALLY WANT?



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THE GRIND



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CUTTING EDGE TIPS
AND LESSONS FROM
A FORMER TOP 100 PRO

NEW LESSONS EVERY WEEK



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Access the **Zone of Excellence** and Unleash the **Champion Inside**

Jeff Salzenstein

Speaker and Performance Coach

Former Top 100 World Ranked Tennis Player

Stanford All-American And National Champion



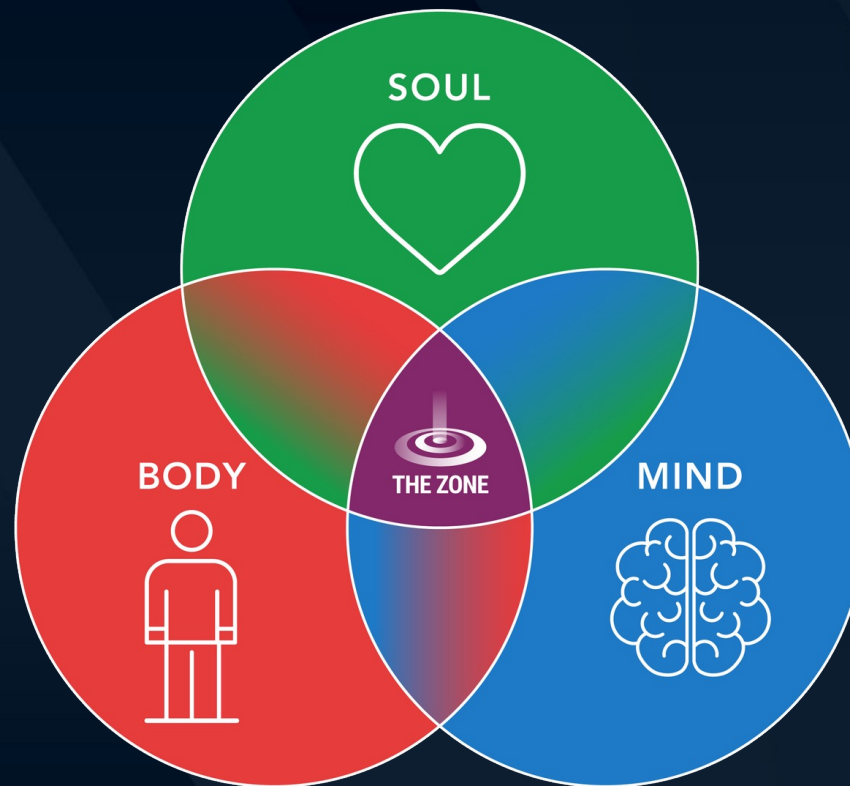
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ZONE OF EXCELLENCE



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ZONE OF EXCELLENCE



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CORE PRINCIPLE #1

BODY



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Aubrey Marcus 

@AubreyMarcus

Everything is super important. Until you are sick. Then you realize there was only ever one thing that was important.

Your health.

But nonetheless we borrow from the bank of our health, taking loans on stress and sleepless nights to pay for something that doesn't really matter.



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**It Is Health That Is Real Wealth And
Not Pieces Of Gold And Silver.**

- Mahatma Gandhi





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NOVAK DJOKOVIC



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“The Most Important Part Of My Day Is The Night...The Moment That I Put My Head On The Pillow.”



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PRO FUNDAMENTAL

**The Most Important Part Of The Day
Is The Night. Get Good Quality Sleep.**



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Why We Sleep

UNLOCKING THE POWER OF
SLEEP AND DREAMS

Matthew Walker Ph.D.



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GLOBAL SLEEP EPIDEMIC



2% GDP DECLINE





“

If You Only Sleep 5 Hours
Per Night, The Risk Of
Dying At Anytime
Goes Up 65%

DR. MATTHEW WALKER



@JEFFSALZENSTEIN

3% DECREASE IN PERFORMANCE



CORE PRINCIPLE #2

MIND



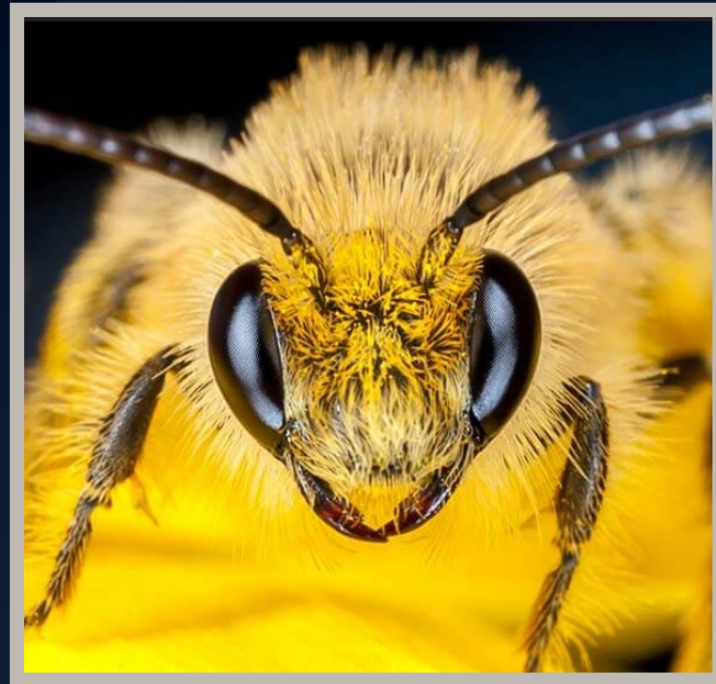
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THE SECOND PANDEMIC: MENTAL HEALTH



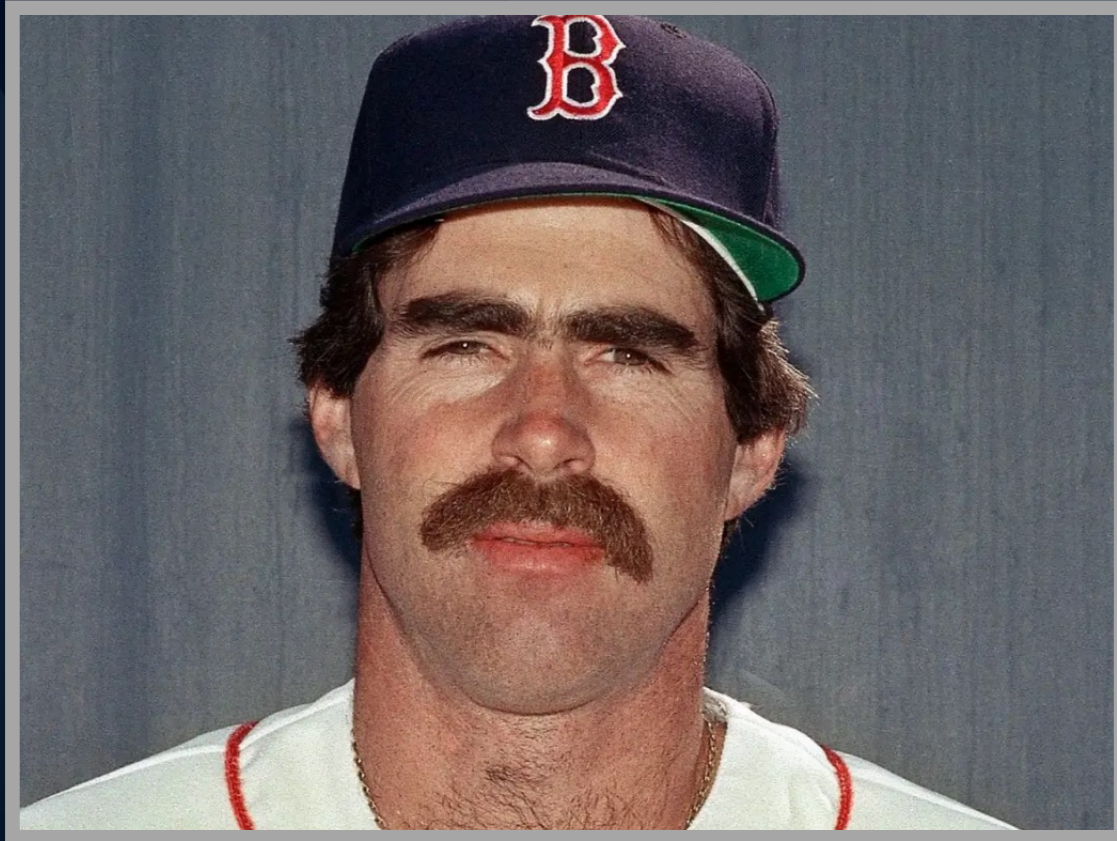
MENTAL CHATTER



THOUGHTS CREATE REALITY

- **60,000 Thoughts Per Day.**
- **80% Of Thoughts Are Negative.**
- **90% Of Thoughts Are The Same.**





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12 days before the 1986 World Series



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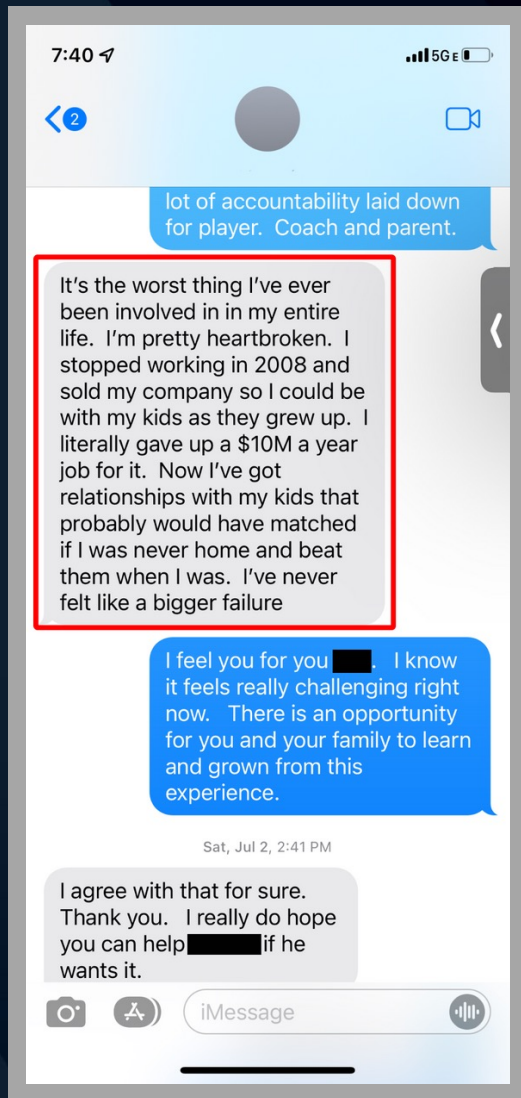
NEGATIVITY AS A WEAPON

- **Negativity Is 4-7X More Powerful.**
- **Speaking Out Loud is 10X More Powerful.**
- **Mistakes Are 40-70X More Likely To Happen.**



PRO FUNDAMENTAL





“It's the worst thing I've ever been involved in in my entire life. I'm pretty heartbroken. I stopped working in 2008 and sold my company so I could be with my kids as they grew up. I literally gave up a \$10M a year job for it. I've never felt like a bigger failure.”



CHAMPION'S POEM



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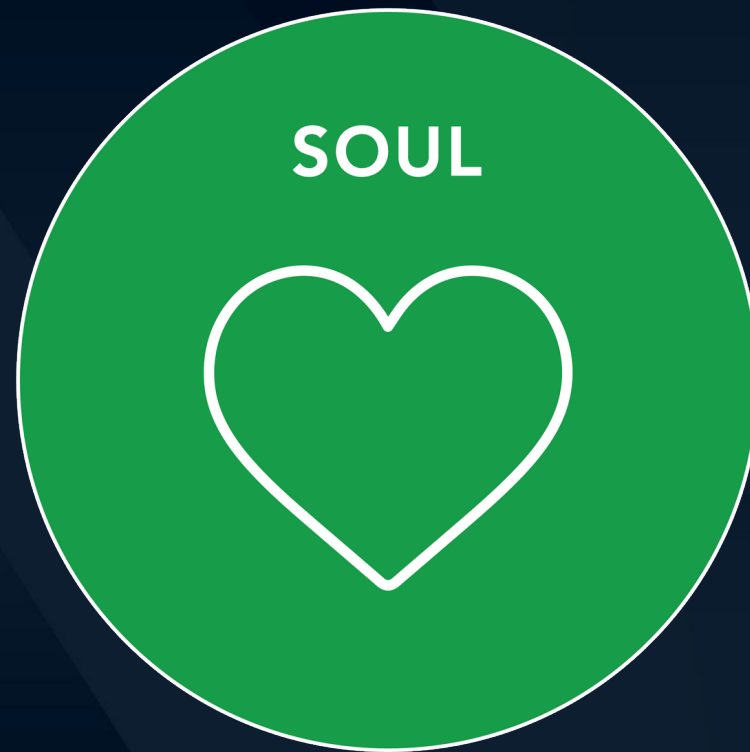
PRO FUNDAMENTAL

**Words Have The Power To
Inspire And Transform Lives**



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CORE PRINCIPLE #3



“

**THE LONGEST JOURNEY
YOU WILL EVER TAKE
IS THE 18 INCHES
FROM YOUR HEAD TO
YOUR HEART.**

ANDREW BENNETT



@JEFFSALZENSTEIN



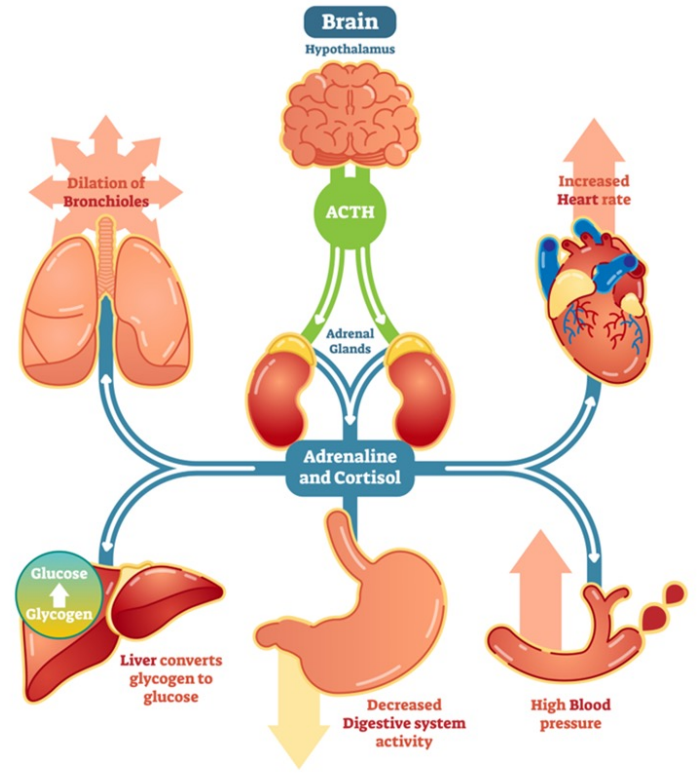
**YOUR SOUL IS YOUR
TRUE AUTHENTIC SELF**



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STRESS RESPONSE SYSTEM



A scenic view of a cliffside with a lighthouse on top and a sea stack in the ocean below. The image is split horizontally, with the top half showing a green cliffside and a lighthouse on a hill, and the bottom half showing a rocky cliffside and a sea stack in the ocean. A dark blue horizontal bar is overlaid across the middle of the image.

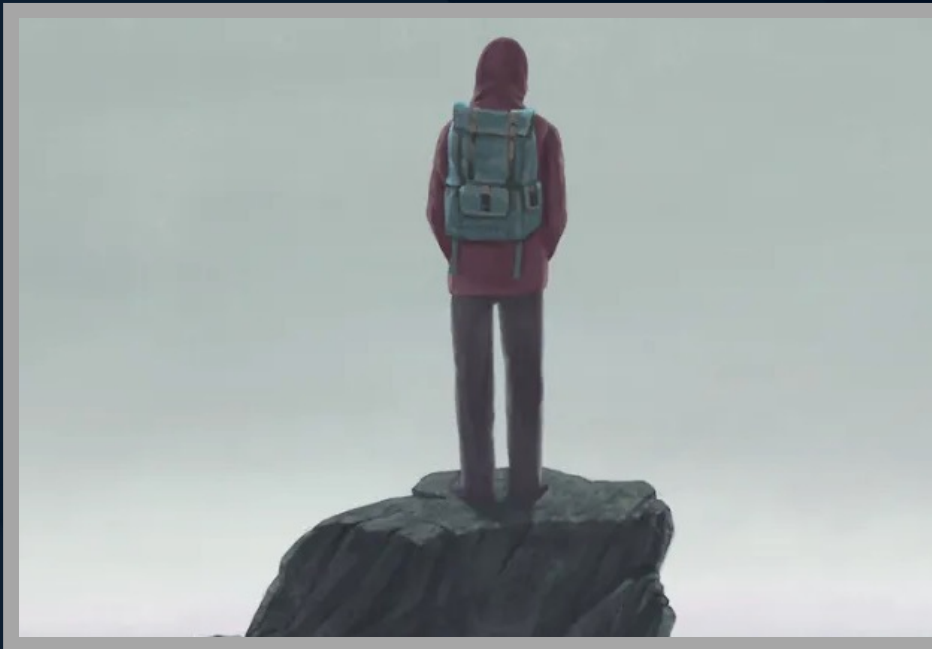
EMOTION IS ENERGY IN MOTION.

PETER MCWILLIAMS



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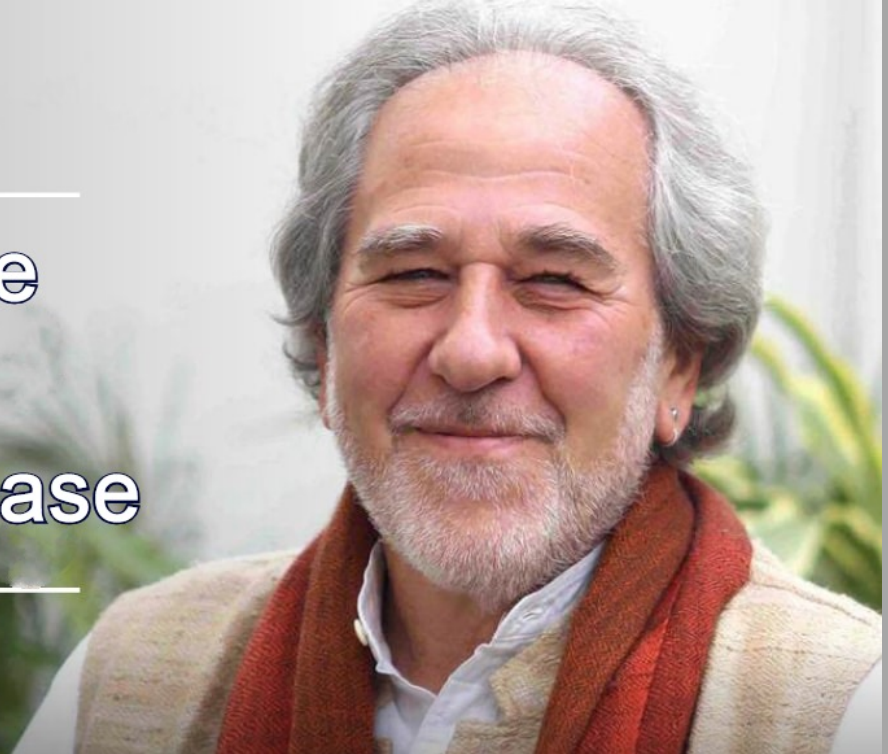
DISCONNECT, SUPPRESS, REACTIVE



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**Stress Is The Cause
Of At Least 95% Of
All Illness And Disease**

- Dr. Bruce Lipton



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PRO FUNDAMENTAL

**Make A Heart-Brain Connection
To Self-Regulate Emotions**



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WHAT IS YOUR SUPERPOWER?

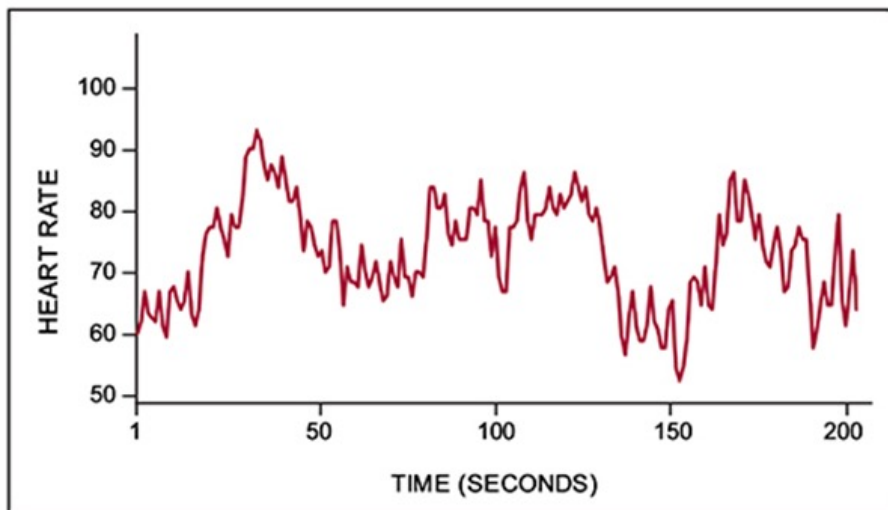


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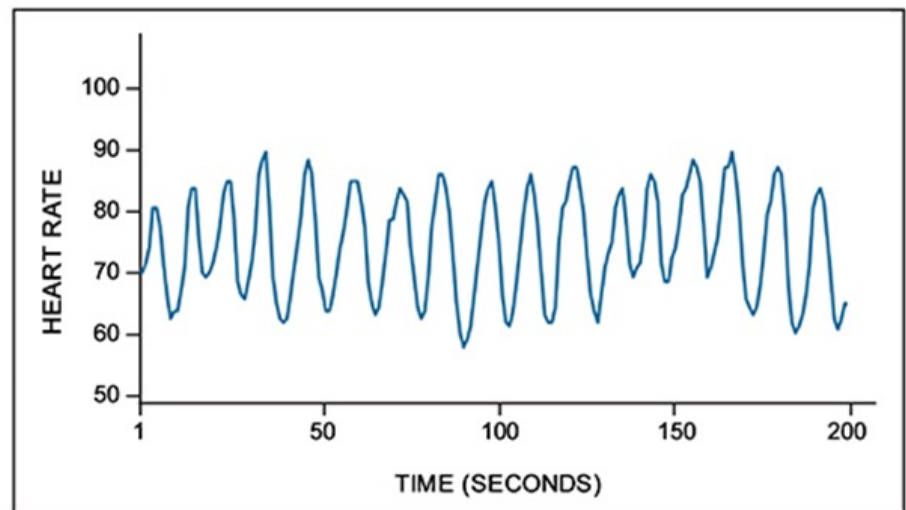
IN THE ZONE

Frustration, Irritation, Impatience, Worry

Appreciation, Calm, Patience, Confidence



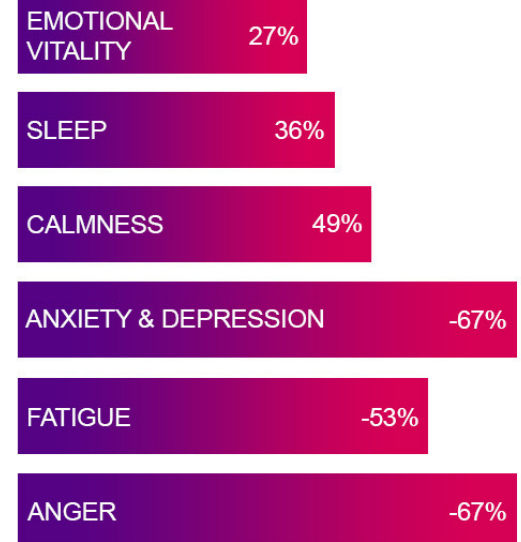
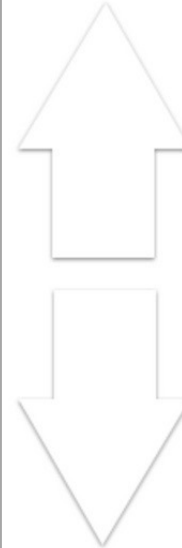
Inhibits brain function – impairs performance



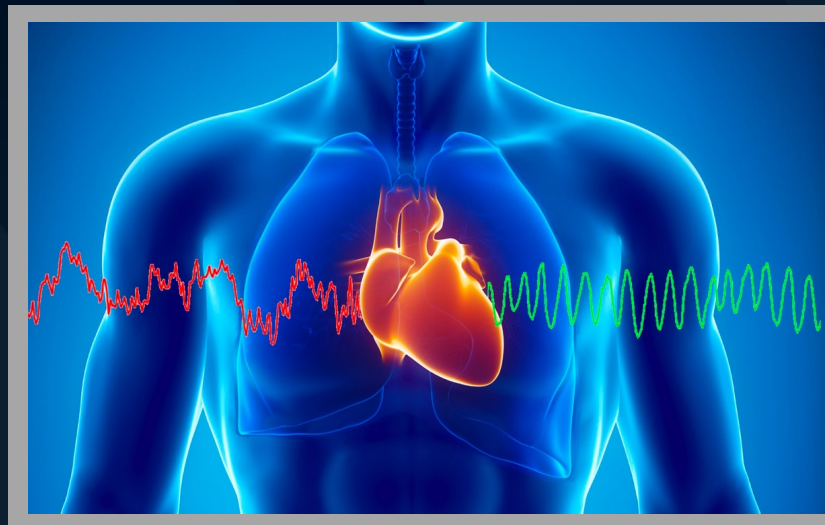
Facilitates brain function – promotes optimal performance



HEART FOCUSED BREATHING STUDY



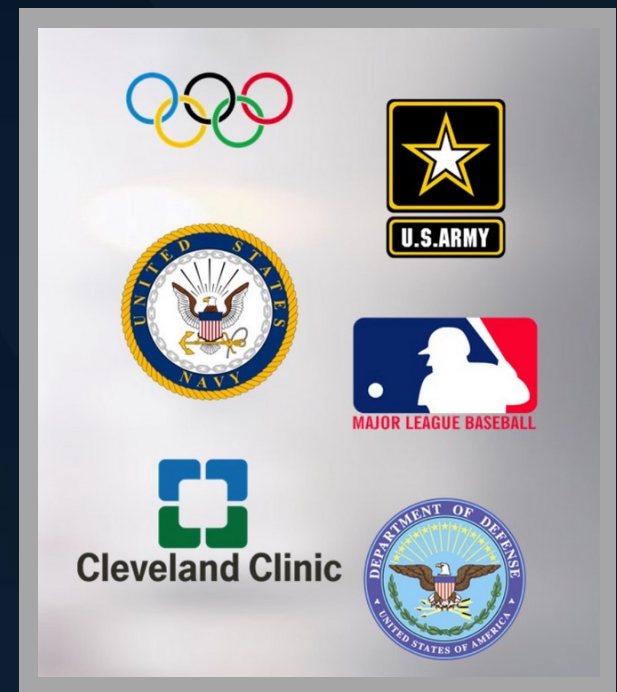
HEART FOCUSED BREATHING



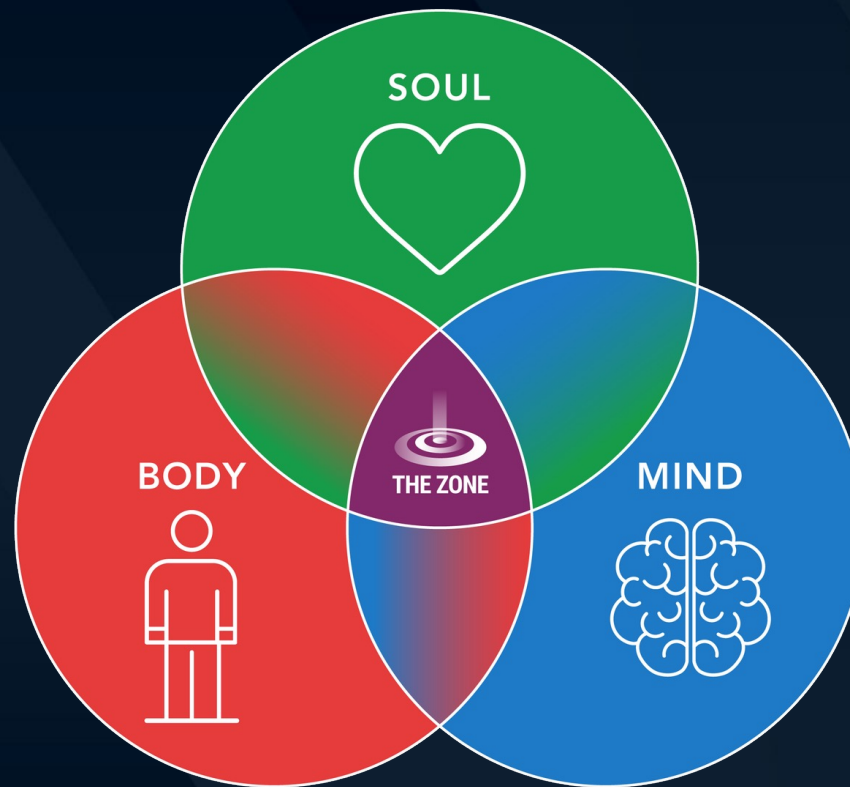
Step 1. Focus On The Area Of Your Heart
Step 2. Longer, Slower, Deeper Breaths



16,000+ Research Citations And 500+ Independent Studies



ZONE OF EXCELLENCE



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PRO FUNDAMENTALS

#1: Most Important Part Of The Day Is The Night.

#2: Stop Saying Stupid Stuff. Remove Negativity.

#3: Make A Heart-Brain Connection Consistently.

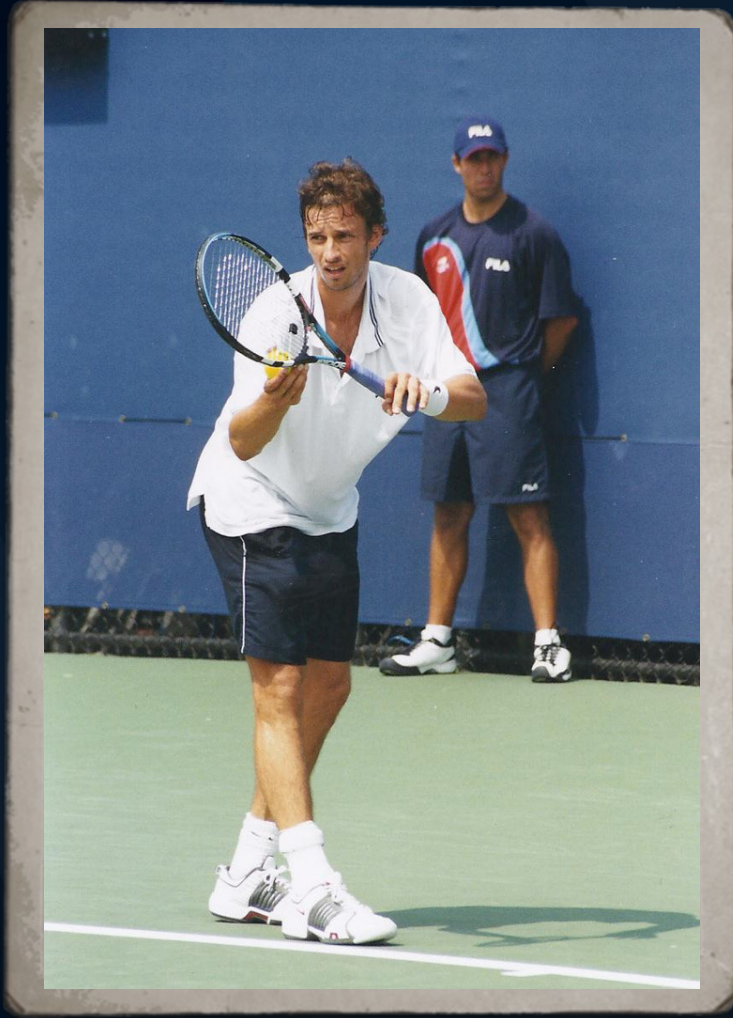


From "The Man In The Arena" Poem

"The credit belongs to the person who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly."

-Theodore Roosevelt





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WHAT DO I REALLY WANT?



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**FOCUS ON
THE
PRESENT
MOMENT**



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IN ANY MOMENT....



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FREE GIFTS

- **Champion's Poem**
- **7 Pro Fundamentals**
- **Weekly Newsletter**



SCAN ME

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