

**IF YOU ARE READY TO TAKE  
YOUR GAME TO THE  
NEXT LEVEL, THEN**

**HIGH PERFORMANCE COACHING  
IS FOR YOU!**

To start your

**COACHING JOURNEY**

email us at

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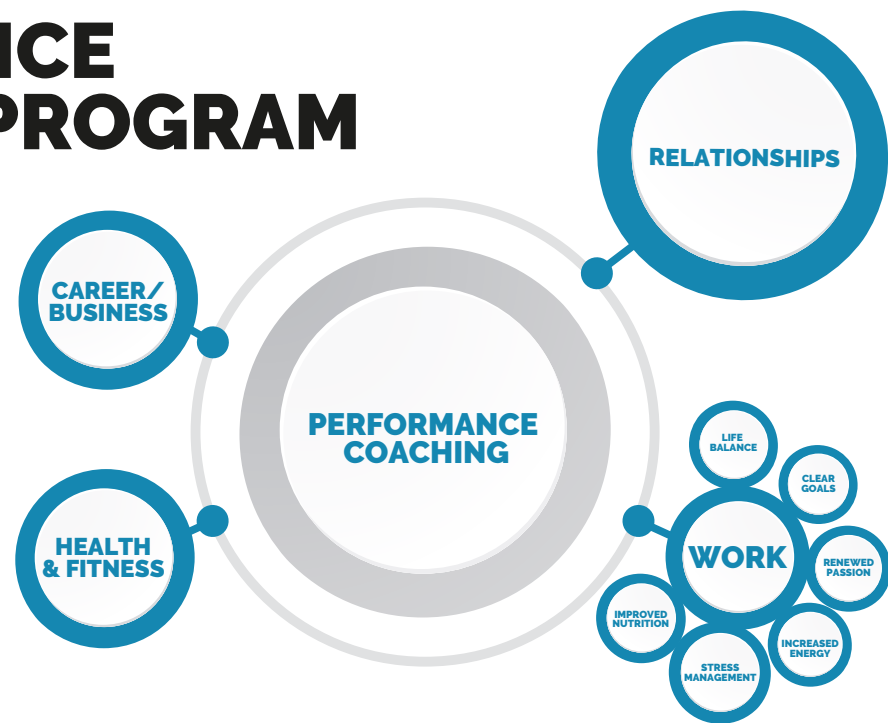
for your application & strategy call

**HIGH PERFORMANCE COACHING**

*Dana*

# PERFORMANCE COACHING PROGRAM

CHANGE YOUR GAME



Have you ever felt alone in your journey? When life's tough times hit physically, mentally, in business, financially, or at home, or even if you are just feeling a bit "stale"; who do you turn to? Most of us have to face everything alone or we start to put our burdens and struggles on family and friends, compromising the health of those relationships and ourselves.

Also, many of the people we rely on in our circle for advice are not "trained" at giving appropriate advice, but rather share their thoughts and experiences based on emotion rather than method. With Performance Coaching you will have your own Personal Coach and Support Team to go to battle with you.

If you have an issue, we are to help you with a resolution. Our goal is to improve your outcomes of life, business, family and relationships by creating a STRONGER YOU.

Our coaching platform is built on the premise of Physical Re-Activation. We improve your physical self, transform your mentality and from there, your outcomes begin to change.

By outcomes we are speaking about to your physical well-being, mental health, lower levels of daily anxiety and fatigue, better relationships with less volatility, improved financial position, greater work satisfaction & more passion for life.

If you feel you are ready to join a team and give yourself the "make-over" you have been craving, LET'S GO!

## Who is Coaching For?

Coaching is for anybody looking to take their life to the next level. We deal with many individuals looking get refocused after spending countless years "fighting". By fighting, we are referring to the day to wars that many face as they build their businesses and careers while trying to manage their family, relationships and personal time.

Unfortunately, the more you move up the line, the more is asked of you and your time. Many of our clients are victims of this process, waking up when they hit their early to late 40s, 10-30lbs heavier than their last conscious weigh-in, daily fatigue and energy loss, decreased motivation, a loss of direction and a feeling of having nobody on their "team".

## Why Coaching?

You should never be alone in your quest to live a high performance life. Unfortunately, many high performers fall victim to being over leveraged and under cared for. Coaching provides you a team. Not a therapist, but a Coach and team to help drive you to the level of you "Best Self".

We treat you like the high performer that you are. This is not a program that forces you into daily meditation, long walks on the beach and being a part of a "hugs" group. Rather, we push you. We empower you. We encourage you to take both steps that are comfortable and uncomfortable to achieve maximum performance. The same way we treat our elite professional athletes, we will bring to you.

## What Can YOU Expect from Being Coached?

Maximum Performance. A THRIVING Life. Better Physical Shape. Better Health. Better everything.

Our program differs from others in that we treat you like the individual renegade that you are. In addition to 1 on 1 Coaching, you will be placed with a team of other high level, high performing professionals working to get to the next level physically, mentally, financially, socially and from a family/ relationship standpoint.

Our program is real. Our program is about results, but also support.

When was the last time you were on a team? High school? College? Maybe never?

We all know that when you have a team and a coach, your chances for victory go up tremendously. That is what this is about. Look at this like you are joining an Adult Sports Organization providing coaching, competition, support, programming & winning.

## The Competitive Advantage of being Coached:

Every high performer has their personal support team. Now you do too.

We provide everything from your workout program, nutritional plan, morning/ evening relaxation routines, and weekly strategy sessions to recharge your passion, business, career, marriage and home-life leadership.

Our clients can be found in all walks of life from Professional Athletes and Team Owners to Wall Street Traders to CEOs to Executives, Entrepreneurs and Aspiring Leaders seeking above average results.

The competitive advantage of coaching gives you the strength and accountability to take on any challenge that comes your way. You will have the support to deal with anything that comes at you, having a support system to drive your performance. We work to erase negative thought patterns, bad habits and patterns that loop- leaving you in the same place as last year.

This is a program for those looking to Win and Lead themselves and their families to a life of total prosperity.

## From Our PRO Head Coach, DANA CAVALEA

*"I created this program based on my own battles and experiences. I have been fortunate to train some of the Top Performers in the World and witnessed first hand their struggles, victories and how they handle things. My goal is to provide that to everybody else."*

*"I want to teach people how to WIN again. Teach them how to erase a victim mentality and forge one of Victory instead. Our training is about the physical. The physical will then drive the mental. The physical and mental will then drive the whole".*

*"This program is not a program of hugs and affirmations, but rather one of practical, hard-nosed yet compassionate coaching. Old fashioned Coaching with a new age twist."*

### PROGRAM BENEFITS:

Increased Confidence

Weight-Loss & Greater Vitality

Muscle Gain & Sculpt

Personal Coaching, Feeling Like You Are Back on a Team.

Support

More Time, More Money

Positive Mindset

Goal Achievement and Refocusing

Guilt-Free Work/ Life Balance

Greater Happiness & Fulfillment in Career, Work, Relationships

Reduced Stress & Anxiety

**PROGRAMS ARE DELIVERED VIA PHONE, ZOOM CONFERENCE, AND/OR IN-PERSON  
BASED ON GEOGRAPHY, NEEDS, AND PROGRAM SELECTION.**

### 3 COACHING PROGRAMS FOR YOUR SUCCESS

#### MVP COACHING

Entry Level Coaching Program

- Personalized Training Program
- Nutrition, & Recovery Plan
- Bi-Weekly Coaching Call
- Weekly Emails/ Coaching/ Support

#### VIP COACHING

Our #1 Program

- Personalized Training Program
- Nutrition & Recovery Plan
- AM/PM Routines
- Weekly Coaching with Coach Cavalea & His Team
- VIP Supplement Discounts
- Invitation to Quarterly Re-Charge Events

#### VIP ELITE COACHING

Our Most Exclusive Program

- Personalized Training Program
- Nutrition & Recovery Plan
- AM/PM Routines
- Weekly Coaching Exclusively with Coach Cavalea
- VIP Supplement Discounts
- Invitation to Quarterly Re-Charge Events

## How does the program work?

We follow a very structured process as we On-Board new Coaching Clients. An outline of the process can be found below:



## WHATS INCLUDED WITH YOUR HIGH PERFORMANCE COACHING PROGRAM:

- Weekly or Bi-Weekly Coaching Session with Your Coach
- Personalized Health & Fitness Training Routine
- Nutritional & Recovery Program
- Stress Management Training
- Coach Cavalea's book, Habits of a Champion
- Coach Cavalea's High Performance Journal
- Guest Webinars
- Invite to Quarterly RECHARGE Retreats at 5-Star Locations (extra fee)

# FOR YOUR APPLICATION & STRATEGY CALL!

# CONTACT US TODAY

[dana@danacavalea.com](mailto:dana@danacavalea.com)



**Coach Dana Cavalea** spent 12 years with the New York Yankees Organization, many of those years as the Director of Strength and Conditioning & Performance Enhancement winning a World Series in 2009.

In addition, he was the recipient of the 2009 MLB Nolan Ryan Award. This award is given to MLB's top Strength Coach as voted by his peers. During his career, Dana has had the opportunity to train greats such as Alex Rodriguez, Derek Jeter, Mariano Rivera, Andy Pettitte, Justin Verlander, and more.

Currently he is a high performance speaker and consultant to Pro Athletes, Entrepreneurs, Business Executives, Workforces and Universities on lifestyle strategies to reduce stress, improve work/life balance, and most importantly improve daily performance/outcomes. All of this is known as Performance Coaching.

## HIGH PERFORMANCE COACHING