



PERFORMANCE
UNDER PRESSURE

PRIME HALL



Equip your people to think clearly, communicate effectively, and take useful action when it matters most.

WHEN PRESSURE RISES, YOUR RESPONSE MATTERS

Even strong teams can lose focus, react too quickly, and let assumptions drive decisions. Prime helps people recognize those patterns and build the capacity to respond deliberately.

Drawing from Marine Special Operations, elite athletics, and his own recovery journey, Prime brings relatable stories and repeatable tools audiences can apply to the demands of their work.

WHAT YOUR AUDIENCE NEEDS

Clarity when priorities compete

Composure when pressure rises

Communication during difficult moments

Adaptive capacity as conditions change

WHAT THEY LEARN WITH PRIME

Identify what matters now and choose the next useful step.

Recognize their state and reset before reacting.

Slow down, stay precise, and respond with intention.

Regulate, focus, reframe, and move with intention.

"The takeaways are providing everyone with such a unique shared experience but also real skills and tools to use in their day to day."

FOX SPORTS - TEAM RETREAT

A SHARED APPROACH TO PRESSURE

Prime's F.R.E.E. Operating System and Tactical Reset™ help people manage their state, remove unnecessary drag, and take useful action. The Adaptive Capacity Framework gives teams a repeatable sequence: **Regulate. Focus. Reframe. Move.**

KEYNOTES

A compelling story with practical takeaways for leaders and high performing teams

INTERACTIVE WORKSHOPS

Guided practice applying the frameworks to your team's decisions, communication, and real-world challenges.

For conferences, leadership development, team offsites, and professional gatherings.

Former Marine Raider, USC Executive MBA. Co-Founder Deep End Fitness & UTL, Author of *Permission to Heal*.
Trained thousands, including executives, professional athletes, olympians, military personnel, and first responders.

BRING PRIME TO YOUR NEXT EVENT

Tell us about your audience and what you want them to leave ready to do.

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