



RAPID & SUSTAINABLE

PRINCIPLE-BASED

PERFORMANCE IMPROVEMENT



WANTED:

COMMITTED LEADERS
GAME FOR AN INTENSE
FIVE-DAY JOURNEY INTO
UNDERSTANDING **WHY**
PEOPLE, TEAMS, AND
ORGANIZATIONS DO
WHAT THEY DO THE
WAY THEY DO IT, AND
MOST IMPORTANTLY-
HOW TO MAKE THINGS
BETTER. INTENSE,
IMMERSIVE CONDITIONS
APPLY. JOIN THE
MOVEMENT OF DEDICATED
PROFESSIONALS WHO
INVEST THEIR DAYS ROLE-
MODELING AND GROWING
OUTSTANDING
PERFORMANCE.

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Hey
there...

Since you're reading this manifesto...as the title suggests, you're most likely interested in improving performance fast and doing so in a way that 'sticks.'

So it's only natural to wonder if there are “**secret strategies**” that highly successful teams and organizations know about that you don't.

Well, there are...and once you know and act upon **these strategies**, you'll not only achieve your desired outcomes faster, you'll do so in a way that inspires continually improving **safety, reliability, efficiency, productivity, and profitability**.

My goals here are simple...FIRST to introduce you to Principle-Based Performance Improvement (PPI), where timeless wisdom, modern science, and practical tools combine to **DRAMATICALLY IMPROVE** the day-to-day choices, actions, behaviors, and interactions of your team members.

And **SECOND**...to introduce you to the **PPI Certification SUMMIT**...the fastest and most effective way to **become an expert in making it happen**.

Skeptical? Here's proof ...



57% Reduction in Turnover



85% Reduction in Grievances



74% Reduction in Errors



35% Increase in Profits



TIM AUTREY

You cannot **transform organizational outcomes** without transforming organizational **beliefs**...and the most important element in your strategy to win the battle for rapid and sustainable improvement is **your own psychology**.

In this **Manifesto**, my aim is to eradicate current beliefs: **you have no obligation or logical reason to settle for slow, incremental, non-sustainable improvement**.

Embrace the idea that rapid & sustainable improvements in performance are NOT achieved by deploying more “rules and tools,” but by employing superior **principle-based execution strategies** that **leapfrog beyond conventional methods**.

That's why I created the **PPI Certification SUMMIT**- to personally share with you the same methods we've learned and leveraged over the past two decades that have shattered old-school performance ceilings and grown unparalleled strings of client successes.

HOW to make it happen in YOUR organization... that's what you really want...isn't it?

How do you **accelerate your rate of success**? How do you multiply your abilities to **lead and influence**, dramatically exceed expectations, and achieve & sustain metrics and KPIs on a level that's **impossible using conventional methods**?

Providing you with **answers** to those questions is the purpose of this **manifesto**.

Here's the first one...if you really want **rapid & sustainable progress**, you must be willing to unlearn a few things...to open your mind and make some changes.

The only things you'll need to give up are false assumptions, low expectations, self-doubts, and the comfort zone that's holding you back from **unleashing exceptional results**.

Let's get to it!





Influence is a transaction. And the only way for any transaction to be sustainable is for all parties involved to feel like they've profited.

-Tim Autrey





TIME IS RUNNING OUT

LET'S START WITH WHY...as in WHY it's ESSENTIAL to move forward based on sound principles, and do so...NOW.

You think you have time...**you don't.**

We're all playing a high stakes game of one and done, as you have exactly one life in which to do everything you'll ever do.

In addition, everything is accelerating...getting crazier and more challenging by the moment... and if you don't act fast...someone or something else will.

**Move slowly...you'll eat the world's dust.
Unsustainable outcomes are a waste of time, energy, & resources.**

Therefore, whatever your role, you must center and upgrade your **leadership, influence, and execution skills-** to maximize your impact before time runs out.

For all the things you might want to achieve... **time is running out.** And you never know when the last grain of sand will fall through the middle of YOUR hourglass.

As never-before-seen challenges continue to rear their heads...the impacts of your role and legacy depend on your Principles, your Virtues, and **what you do...NOW.**

- ⤵ **Executives/Senior Leaders-** you must share a bold, compelling, principle-based vision and be a role model of **hope, trust, and confidence...**and you need to do so...NOW.





HEALTHY SENSE OF UNEASE...

- **Business Owners-** you must add greater value, to **dazzle** and **amaze** ...to create work that gives your team members **purpose** and that clients & customers would long for if it were gone...and you need to do so...NOW.
- **Supervisors-** as the linchpin of team success, you must hone your abilities to **lead** and **influence** younger, older, and otherwise-divided team members, and you need to do so...NOW.
- **Coordinators-** since results and how you get those results are all that matter, you must act to generate **rapid** and **sustainable** changes in choices, actions, and behaviors...NOW.
- **Trainers-** with rates of change and complexity expanding exponentially, you must understand and incorporate **stabilizing principles of human performance**...and you must do so...NOW.

The speed of the leader determines the speed of the pack.

The world needs you...all of you, **the courageous you, the bold, ambitious, fearless, unstoppable you**...to lead with a commitment and pace that **outshines, out-performs,** and **outlasts** the stranglehold of the old-school slow and negative.



UPGRADE YOUR BELIEFS

While **Superman** is blessed with a number of superpowers that allow him to run **faster** than a speeding bullet...be **more powerful** than a locomotive...and provide the **extraordinary ability** to leap tall buildings in a single bound...your opportunities to **proactively convert ideas into innovations**, problems into **solutions**, and goals into **results**...all based on a handful of **simple principles**...is a superpower worth unleashing.

Ultimately, it's a choice between two options...you can spend the remainder of your life accomplishing small incremental stuff slowly...or you can learn to **simplify your execution skills** to **achieve rapid sustainable outcomes quickly**.

THINK ABOUT IT...

If the **goal** is to become and remain **accident-free**...why perpetuate pain and go slow?

If the **goal** is to **elevate accountability**...why generate policing & enforcement pushback?

If the **goal** is to **reduce mistakes**...why confuse people with conflicting rules & complex tools?

If the **goal** is to **eliminate grievances & lower turnover**...why rely on hope for 'things to get better?'

And, if the **goal** is to **sustainably increase overall performance**...why not learn how to grow a culture that functions as one team with one goal having one conversation?

The fact is...without proactive principle-based mindfulness, any goal, plan, intention, or idea expands to fill and reinforce needless complexity...which fuels resistance.



PLAY TO WIN

The single **best strategy** for quick problem-solving, creating sustainable results fast, and rapidly achieving desired outcomes is to... **play a strong, consistent offense.**

Teaching you how to **play offense**...more specifically, how to **level up** as a **confident, trusted, and respected leader** who others **want** to follow is why the **PPI Certification SUMMIT** exists.

Achieving rapid results begins with the **right strategy**...a plan of action intentionally designed to achieve a **desired outcome.**

There are only two types of strategy...offense and defense.

Offensive strategy ADVANCES your cause...to achieve the toughest stretch goals, to nail metrics & KPIs. Offensive strategy is PROACTIVE...it means playing to WIN.

Defensive strategy exists to protect the status quo, to prevent losing ground. **Defensive strategy is reactive... it means playing not to lose.**

Far too many people spend the majority of their lives **playing defense**...they choose to **procrastinate and resist change**...they operate in a reactive wait-and-see mode...**constantly resisting & retreating**...and have very little to show on the metrics board or the highlight reel.

Listen, nobody ever wrote down a plan to be unsafe, unreliable, unproductive, or inefficient. However, those things happen when you don't **take control and lead**...when you don't **play a strong offense.**





FOCUS

The best offensive strategies focus on maintaining simplicity...denying the incessant and often intoxicating “be-all/fix-all” temptations and distractions of the latest bells, whistles, and shiny boxes.

The best offensive strategies have discovered that just underneath surface-level human differences lies **a simple handful of principles** that ultimately determine why people do what they do the way they do it.

The best offensive strategies put these simple principles into **focused practice**...moving away from command and control...to create a **culture of desire** where team members WANT to do right things for right reasons (even when no one's watching).

Simplicity on the Far Side of Complexity.

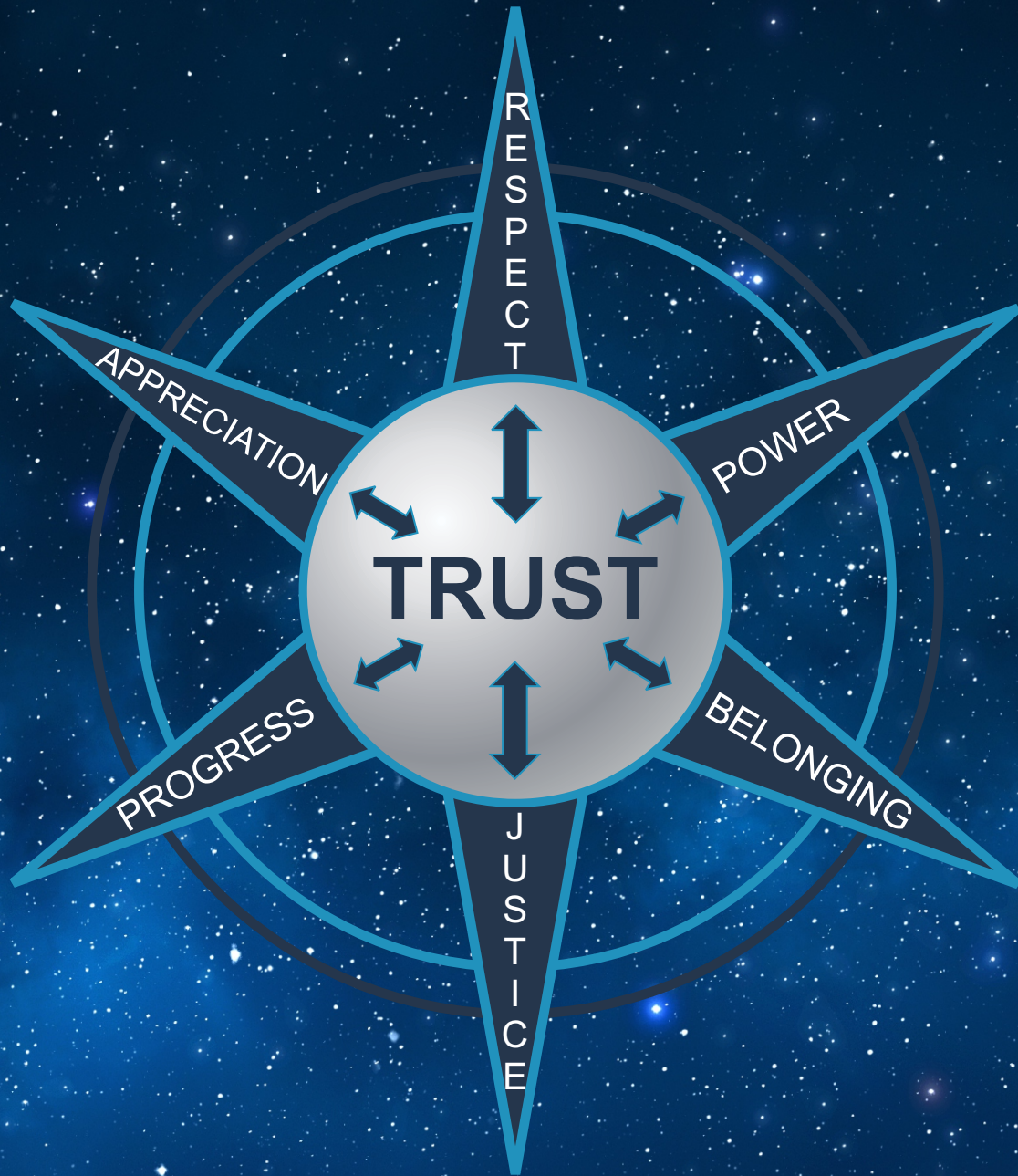
In chess, the process of making the pieces move has a special name: **attack**...a **proactive** move meant to **advance and strengthen** your position and **remove obstructions**.

As a leader, you cannot afford to be a passive player...to operate from a **defensive position**...as you'll be checkmated in no time, and the game, as well as your career and potentially the future of your team or organization, will be over.

What follows is your game plan for becoming a **powerful WIN-WIN leader and influencer**... using the **7 Natural Principles of Human Performance**.

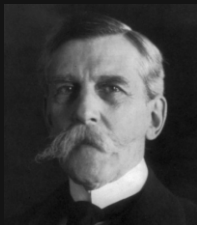
Put these principles into focused practice and you'll be astonished by the results you're able to produce and the outcomes you'll achieve.

The 7 Natural Principles of Human Performance



I wouldn't give a fig for simplicity on the near side of complexity...but I'd give my right arm for simplicity on the far side of complexity

-Oliver Wendell Holmes, Jr.





IMPROVE. FAST.
RULE

01

**KEEP IT
SIMPLE!**

“ **COMPLEXITY** creates **CONFUSION**...confusion generates **RESISTANCE**.

People come to work wanting to do a good job...however, when whipped around from one 'check the box' solution to the next, overlapping & conflicting directives devolve into noisy drivel.

The primary reason why individuals, teams, and entire companies underperform is not because of a lack of desire, knowledge, intellect, or information.

The primary reason and the root cause that holds people, teams, and organizations back from **achieving desired outcomes fast** is complex tail-wagging-the-dog execution.

Focused, simple, consistent execution is the greatest performance differentiator there is...it's the ultimate force multiplier...it's the reason why organizations fail or succeed in achieving substantial sustainable performance improvement.

Focusing on **7 Natural Principles** is the **savviest** move you can make:

TRUST - POWER - PROGRESS - BELONGING - APPRECIATION - RESPECT - JUSTICE

Time, energy, and resources are far too limited to be delusional on this matter...that's why Rule #1 is: **KEEP IT SIMPLE!** ”



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IMPROVE. FAST.
RULE

02

W.I.N. FOCUS ON WHAT'S IMPORTANT NOW

“ All **PROGRESS** begins by telling the **TRUTH**.

Team & organizational performance...good or bad...rests on the moment-to-moment choices, actions, behaviors, and interactions...in other words, the **human performance**...of its members.

Unfortunately, most environments incessantly tempt the less-disciplined to spend time, energy, and resources on what appears 'urgent'...while **what really matters** is allowed to stagnate & deteriorate until...something bad happens.

Then...they **react**.

Enlightened leaders proactively apply **principle-centered energy and focus** to what's [truly] important...**NOW**.

**Positioning 7 Natural Principles as the foundation
for HOW you lead profoundly impacts
WHY team members do WHAT they do the WAY they do it.**

Consistently & proactively putting the **7 Natural Principles** into **practice** directly targets team members' **WHYs**...the '**core of the core**' of team & organizational performance.”





IMPROVE. FAST.
RULE

03

BE CONSISTENT

“ Environment is [almost] always **stronger than will**.

Ongoing conditions, circumstances, and constraints...**the environment**...has a much **more significant impact** on team member **mindsets and perceptions** than [even] the best-developed rhetoric.

While environments aren't created equally or instantly, **your impact as a leader** can cause them to improve or deteriorate...**rapidly**.

A disciplined, consistent approach is your 'ticket' to growing and supporting a work environment and culture that **maximizes your potential** to achieve **desired outcomes...sustainably**.

Team members can only sustain levels of performance supported by the environment

Proactive, Principle-Based Consistency is **your superpower** as a leader and influencer.”

Do the math...

Your IMPACT as a LEADER equals: $(\text{Energy} * \text{FOCUS} * \text{W.I.N})^{\text{CONSISTENCY}}$



IMPROVE. FAST.
RULE

04

GO THE DISTANCE

“ The world **often hurls obstacles** into the pathways of those who've chosen to make things **better and safer**.

As with anything worthwhile, **making a positive, sustainable difference** requires **consistent effort**...typically filled with trial and error.

Persistent practice of the **7 Natural Principles** eliminates guesswork...providing a **consistent method for leading & influencing** through which obstacles are not merely overcome...but often transformed into **antifragile advantage**.

“It’s hard to beat a person who never gives up.”

-Babe Ruth

Practiced with consistency & constancy of purpose...this **simple handful of principles** provides a **rapid & sustainable** means for transforming choices, actions, and behaviors...and achieving desired outcomes.

The **PPI Certification SUMMIT** provides the insights, strategies, and tools with which to do precisely that. ”

Read on...



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Certification SUMMIT



INSIGHT MENU

Serving Size

5 Days

INGREDIENTS	* % PERFORMANCE VALUE
Purpose	100%
Integrity	100%
Courage	100%
Discipline	100%
Passion	100%
Persistence	100%
Simplicity	100%
Sustainability	100%
Energy	100%
Focus	100%
Consistency	100%
W.I.N. (What's Important NOW)	100%

*VALUES BASED ON HOW BAD YOU WANT IT



Master Your Understanding of Principle-Based Performance Improvement (PPI) in 5 Days...

MODULE 1

Setting the Stage

Dive into the (3) Frameworks that overcome conventional individual & corporate thinking to generate operational focus centered around the 7 Natural Principles that govern all choices, actions & behaviors.

MODULE 2

Your FOUNDATION

Understand (4) Precepts that decipher WHY things are the way they are, and reveal your key leverage points for elevating Ownership, Accountability, Outcomes, and Results

MODULE 3

Understanding Yourself & Others

Discover HOW to overcome habits & comfort zones, including a simple model for becoming a powerful LEADER and INFLUENCER who INSPIRES better & safer choices, actions, & behaviors

MODULE 4

The GREAT Divide

Unravel the differences that divide people, understand why many feel and act like victims, and learn HOW to grow a cohesive proactively accountable Team & Organization

MODULE 5

Organizational Performance & Human Error

Go in-depth into how climate, environment, & Culture interact with Systems & Structures, including the underlying science of mistakes, your performance 'linchpin', and simple Error Elimination Tools™

MODULE 6

Achieving ZERO

Learn HOW to deploy the simple R-E-F recipe to achieve & sustain ZERO Events, including straight talk about Safety Culture, Just Culture, and Culpability.

MODULE 7

BEING a Principle-Based Leader

Identify & understand your current Leadership Style, adopt the Principle-Based Mindset, and learn HOW to use the CORE 4™ process to engage & align team members and grow productive relationships

MODULE 8

Your Code of Honor

Grasp the power of a 'Code', experience the Code of Honor creation process, and understand how your Code initiates & sustains a Culture of One Team with One Goal having One Conversation

MODULE 9

Develop Your Plan Using the Power of AI

Develop your blueprint for Principle-Based Performance™ guided by PPI's AI Agent, define your Pathway for achieving Synergized Sustainable Improvement, and develop Metrics that proactively assess Outcomes & Results.



"What I got was pretty much what I learned while earning my Masters Degree in Organizational Leadership, but synthesized in 5 days."

-Alina Ortega Bustamante

MODULE 10

The BIGGER Picture

Identify whether you've been 'playing to win' or 'playing not to lose' and learn HOW to proactively maximize your Sphere of Influence to help make your Organization (and ultimately our world)

BETTER & SAFER.



"It was hands down the best leadership/human performance training I have ever received!"

-Russell Gibson, PPS



A message from Tim Autrey, Founder-PPI Certification SUMMIT host and teacher



Watch the Video
bit.ly/ppi-SUMMIT-st



Author:

- *6-Hour Safety Culture*
- *The 7 Natural Principles of Human Performance*

Host:

- Take-Ten Video Learning Series
- REPSRadio.com Podcast

Co-Host:

- Principles Podcast

Seen On:



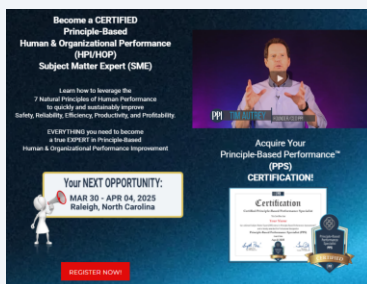
A quick look at what you'll experience in the PPI Certification SUMMIT, including perspectives from past participants...

A Glimpse of the PPI SUMMIT Experience

Watch the Video
bit.ly/ppi-SUMMIT-exp



Questions?



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SUBSTANTIAL Group & Student Discounts Available



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Certification

Certified Principle-Based Performance Specialist

This Certifies that

Jamie Harris

has achieved Subject Matter Expert (SME) status in Principle-Based Performance Improvement™
and is hereby awarded the Professional Designation

Principle-Based Performance Specialist (PPS)

Award Date
April 2025

Suzette Pare'
Suzette Pare
CEO- PPI Global, Ltd.

Tim Autrey
Tim Autrey
Founder- PPI Global, Ltd.



I AM YOUR COMPETITION



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