



MASTERY
TECHNOLOGIES



WARRIOR WAY PROGRAM

The Next *Evolution* in Leadership

SPECIAL "YPO ONLY" OFFERING

**WARRIORSHIP IS THE CONTINUAL JOURNEY TO YOURSELF
THAT RUNS THROUGH YOUR ENTIRE EXISTENCE;
TO BE A WARRIOR IS TO LEARN TO BE AUTHENTIC
IN EVERY MOMENT OF YOUR LIFE.
IT IS A STATE OF FEARLESSNESS TO ENCOUNTER OURSELVES,
ANOTHER, AND OUR WORLD. TO ACT WITH COURAGE,
NOT IN THE ABSENCE OF FEAR, BUT IN SPITE OF IT.**

"I achieved plenty of success, but had no balance and was unfulfilled...
At Warrior Way, Jay and Curt helped me transform 'who' I was, so my core values
determined my decisions, not goals that I discovered no longer excited me.
Now, I live life by my own design, with a new relationship with myself,
my spouse and my employees"

- Gary Paxton, President & CEO Dollar-Thrifty Group

EXECUTIVE SUMMARY

You've experienced and accomplished more than most even dream of doing in their lifetimes, but you know there's still another level - an ultimate state of focus, energy, physical well-being, personal fulfillment, emotional and psychological mastery as well as business success that you've yet to attain.

We invite you to come alone, or with your significant other as a couple, to participate in a *one of a kind program*. Designed and conducted by two world authorities on leadership and performance psychology, for a very special **"YPO Only" Event**.

The **Warrior Way Program** translates decades of real-world leadership wisdom into practical tools creating a distinctive leadership evolution experience.

A revolutionary program beyond traditional business seminars that teach only "how" and "what", the **Warrior Way Program** takes you into the "why" of your authentic desires, core identity, and ultimate purpose to create new possibilities for integrating what has often

been viewed as competing parts of ourselves in the domains of *Work, Self and Relationship* – regardless of your current status or level of achievement.

The **Warrior Way Program** is an executive development process guaranteed to take you from where you are today to where you want to be in the future in the instant of a single decision. Imagine knowing how to access this place of unparalleled standards, practices and strategies and apply it to any area of your life as a leader where it matters most – having the power to choose this optimal state of peak performance where all influential leaders and achievers reside.

Commander Curt Cronin, MBA (The Navy SEAL) and **Dr. Jay Ferraro, Ph.D, MBA (The Shrink)** are two modern day warriors who will serve as your coaches during the **Warrior Way** experience. The battles they have fought have been different, yet the thread of Mastery and the *Warriorship* principles they live are the same – Curt has learned *Warriorship* as a combat decorated Special Operations Commander

in the Navy SEALs Premier assault force; while Jay has learned *Warriorship* through surviving the gang warfare of an urban young adult upbringing and in the fighting ring as a competitive martial artist, then mastering the art and science of high performance psychology as a leadership psychologist in C-suites globally. Together, the **SEAL** and the **SHRINK** have integrated their independent lessons to develop breakthrough technologies to empower you to excellence in every aspect of your life.

Incredibly intense and uniquely intimate, The **Warrior Way Program** guides you through several select **"Evolutions"** where our unique executive development curriculum guides you, step-by-step, into the art and science of peak performance psychology. Together, the "SEAL" and the "Shrink" will serve as your guides to integrate practical skills, tools and competencies alongside empirically validated psychological practices and processes to live a high performing and fulfilling life.

THE ULTIMATE PATH FOR THOSE WHO DEMAND THE MOST OUT OF LIFE

“Reasonable people adapt themselves
to the circumstances.
Unreasonable people adapt
the circumstances to themselves.
Progress depends upon
unreasonable people”

George Bernard Shaw

PROGRAM OBJECTIVE

The **Warrior Way** Program is designed to give the **YPO** participant an immersion introduction into the path of *Warriorship* as applied to success, as you define it, in the domains of *Work, Self and Relationship*. Usually a 2-year intensive program reserved for a very exclusive group of high achieving professionals leading Fortune 500 companies globally, we have custom-designed a weekend experience for a one-time offering “**YPO Only**” **Event**. Through a carefully structured experiential-didactic process, participants will be exposed to key distinctions of our advanced *Mastery* technologies where possibilities emerge that were not available before by exposure to core components of the **Warrior Way** curriculum.

“I must say you made a believer out of me as I have seen it all as a long-time global executive and was frankly skeptical... Your approach in Warrior Way of having the ‘missing conversation’ along with an elegantly simple but brilliant method for how to master relationships at work and home was transformative for our senior executive team at Pfizer”

**-Dwight Kelly, COO, Specialty Division,
Pfizer Pharmaceuticals**

THE RESULTS YOU CAN EXPECT

Define Your True Identity, Purpose and Passion

The **Warrior Way** program will define your ultimate purpose and massively accelerate the pace of your success. If you constantly demand the most from yourself and the people around you, if you refuse to accept “good enough” and long to permanently master that peak emotional and physical state where anything and everything is within your reach, then join us on the path of **Warrior Way**. Together we will distinguish “who you are,” “what is most important,” “why it is most important” and “what purpose and destiny” you must fulfill in business and in life.

Master the Drivers of Breakthrough Performance

The **Warrior Way** program empowers you with critical distinctions for **Mental and Emotional Mastery**. You learn “how to” control the thoughts and emotions that drive your decisions and ultimately determine your actions.

At **Warrior Way** you will discover what drives every decision you make, and you will learn how to control the underlying emotions that control them. You will master the ability to move from disempowering emotional states to new empowering patterns.

Achieve Breakthrough Results through Extraordinary Relationships

Success in life is powered by relationships. If you are serious about sustainable high achievement in your personal life, in your team, and within your organization, then the **Warrior Way Program** may be for you. Nothing is more important than how you relate to those with whom you lead and work in any situation. The quality of our relationships determines our success or failure. At **Warrior Way**, you will be coached in our **Fierce Dialogue™** technology: *a principle-centered approach to important conversations designed to drive outcomes and results while strengthening the relationships through which they are achieved.*

It is an empowerment-based team and leadership technology. You will learn how to rapidly surface important issues, engage in performance driven conversations and design a leadership culture. A culture where alignment around core values and strategic action is not only possible, but becomes the norm.

Chart Your Business and Personal Destiny

We believe “destiny” is a practical objective to be achieved, not the by-product of fate or favorable circumstance. At **Warrior Way**, you will design the life of your choosing by identifying the obstacles that have kept you from achieving it in the past. You will learn how to make necessary shifts so you can condition yourself to consistently follow through with your **Warrior Way Action Plan**. You will have access to unique expertise that will coach, guide and mentor you to create your unique path to extraordinary personal and professional transformation.



TWO-DAY IMMERSION “YPO ONLY” EXECUTIVE DEVELOPMENT PROGRAM OVERVIEW

DAY 1 - LEADING YOURSELF

The hardest thing in the world is to be ourselves. Who are we distinct from our conditioning? Our family tells us, society tells us, and laws and customs tell us who we should be. But what do **we** tell ourselves? How do **we** get to that place of self-knowledge and conviction where **we** are able to state without doubt, fear or anger, “This is who I am, this is what I believe, this is how I intend to live my life”! How do we find our true calling, our soul companions, our destiny? In this task, our mightiest ally is the Warrior Ethos embedded in the soul of *Warriorship*.

- ▶ Identify your energy drainers that distract focus, identify your “tolerations” and complete “incompletions” so the past is in the past.
- ▶ Discover your Driving Force-“The Six Human Needs”.
- ▶ Design a breakthrough in your relationship to “integrity” the Warrior Way.
- ▶ Discover your life’s calling by designing your “Warrior Way Destiny Map”.

During our **Leading Yourself** segment you will focus on our **Self-Mastery, Mental and Emotional Mastery Pillars** and experience a series of guided self-discovery Evolutions to put closure on the past and define who you must become in the present you will create:

DAY 2 - LEADING YOUR RELATIONSHIPS

The world’s version of *achieving* success is often presented as figuring out the right “balance” between the demands of work, the needs and expectations of our intimate relationships, and our personal wants and aspirations. In this view, the three critical domains of *Work, Self and Relationship* are competing parts of ourselves – one must suffer to focus on another.

We view *Warriorship*, when applied to *Relationship Mastery*, as making you strong *internally* to ensure you can win *externally*. The mission is not to “balance” anything, but rather to integrate the three in a mutually supportive way by “turning toward” your partner, having the “missing conversation” and engaging fully in an authentic conversation. Holding them all together in a true dialogue with each having a legitimate voice leads to

the **Warrior Way’s** success defined by both *achievement* and *fulfillment*:

- ▶ How to create your vision of an Extraordinary Relationship using our “*Relationship Design Map*”
- ▶ The Keys to Relationship Mastery by applying the “Principles of Peak Performing Relating”
- ▶ Use the *Fierce Dialogue* Methodology to real issues, challenges and opportunities
- ▶ Understand and Stop the 4-Horseman of the Apocalypse that Destroys all Relationships
- ▶ Apply the “*Sound Relationship House*” Model to Relationship Mastery at work and home.

In our **Leading Your Relationships** segment the lens will shift to our Relationship Mastery Pillar where the Evolutions will empower you to design powerful communication, apply a step-wise model for a “*Sound Relationship House*” and how to create an integrated “*Family and Relationship Mission Statement*” that honors the terrain between Work, Self and Relationships.

SESSION DETAILS

The **Warrior Way Program – “YPO Only” Event**, is not for everyone. It is not a typical business course or platform presentation. In fact, it is reserved only for those executives who are serious and committed to carefully exploring how to take their work and personal lives to an unprecedented level.

This program is a holistic invitation to important breakthroughs for both the executive-entrepreneur, and their significant other who shares the “warriors’ journey” with them. Designed to meet the needs of entrepreneurial couples so that each understands, appreciates and can fully align their worlds, we challenge you to experience a very special weekend together guaranteed to take you to the next level.

This one-of-a-kind Program is an intense self-inquiry designed to give you practical tools for “how-to” design a life of your choosing. Our mission is to provide you and/or your partner with skills, capabilities and a transformational experience. You will be empowered to create your version of a successful life where achievement and deep fulfillment not only co-exist together, but fuel one another.

“The real voyage of discovery consists not in seeking new landscapes, but in having new eyes”

- Marcel Proust

“I am one of your biggest fans! When I assumed the chief executive role at KP there wasn't a team, but as you both so wisely coached us, we were a ‘committee’ of silos... Warrior Way gave us distinctions that changed how we thought about the relationships needed to get the work done, provided us with the coaching and tools to communicate differently than ever before and empowered us to truly evolve as people and leaders in ways we didn't know or thought possible. We are delivering results I could not imagine before our work with you and can't thank you enough for all you do”

**- Donna Lynne, President & CEO,
Kaiser Permanente Corporation**



SESSION DETAILS *CONTINUED*

We have lived the unique challenges and opportunities that face entrepreneurs and business executives as it relates to the domains of Work, Self and Relationships. We created the **Warrior Way Program** platform as a solution to implement and apply the best insights from psychological and high performance science to your life and work. Different from an academic approach grounded in theories leaving you wondering how to implement the ideas, at the **"YPO Only" Event** we have custom-designed our best content from our **2-year** executive development **Warrior Way Program** that you can implement immediately to drastically improve important aspects of your business and personal life.

The **Warrior Way Program** is designed to provoke profound shifts in living by giving you access to tools that effect change. Success leaves clues and there are fundamental habits of Mastery for how to live one's life in business and in family relationships. If practiced, applied and then mastered, they can transform what is possible for what often can feel like contradictory and competing agendas, tasks and demands in the boundaries between Work, Self and Relationships. What will distinguish the **Warrior Way Program**

experience from any other is the experiential participation required to achieve the desired result. This will require a 2½-day commitment (Friday evening, Saturday and Sunday) where participants will be led through a series of carefully structured **Evolutions** designed to provoke profound shifts in living, thinking, being and doing.

We intend to explode your sense of personal and professional possibility, to give you a method for designing and creating a life you choose, a life you love and is worth living, and a life on your terms that honors who you are from a clear and chosen destiny you are living and fully present to every day.

If you are committed to the life you've always dreamed of, welcome to The Warrior Way.

"Sitting in your program today at the McChrystal Group off-site was eye-opening... while we execute well on many things your work taught us how we can evolve further by taking our relationship skills to new levels we had not seen before. Your approach is solid and will enhance the results we seek with our clients. You understand leaders – thank you for helping us learn to be better"

- General Stanley McChrystal, Four-Star General Commander of U.S. Forces and Best-Selling Author

MASTERY TECHNOLOGIES FOUNDERS & FACULTY



Commander Curt Cronin, MBA



Dr. Jay Ferraro, Ph.D, MBA

Commander Curt Cronin, MBA and **Dr. Jay Ferraro, Ph.D, MBA** are two modern day warriors. The battles they have fought have been different, yet the thread of performance execution through the mastery of Warriorship principles they live is the same – Curt has learned Warriorship as a combat decorated Navy SEAL with 13 overseas deployments as a United States Navy SEAL; while Jay has learned Warriorship through surviving the gang warfare of an urban young adult upbringing and in the fighting ring as a competitive martial artist (black belts in Combat Kempo and Krav Maga), then mastering the art and science of high performance psychology as a leadership psychologist in C-suites globally.

Together, the SEAL and the SHRINK have integrated their independent lessons to develop breakthrough technologies to empower you to excellence in every aspect of your life.

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