

MEDIA PRESS KIT

The 3 Secret Skills of Top Performers - Powerful Lessons in Transformational Leadership

Call or text your request to Dr. Pete's personal cell 1-858-886-9820. Be sure to leave your show producer and show host name, radio station link and location, and best time to return your call. OR, you can complete the form on the website <https://The3SecretSkillsofTopPerformers.com/ScheduleInterview>

Dr. Pete is available on short notice whenever a guest cancels or forgets to show up by simply calling his personal cell phone in San Diego 858-886-9820.

Frequently Asked Questions:

1. What qualifies you to write this book? (3 min.)
2. Can you briefly describe the contents of this book? (2 min.)
3. Who would benefit from reading this book? (2 min.)
4. What motivated you to write this book? (3 min.)
5. Can you explain why improving quality of life is the foundation for all motivation? (2 min.)
6. Why are the 3 secret skills of top performers so important? (3 min.)
7. You created an acronym RROSR for what purpose? (2 min.)
8. How would you define a top performer? (1 min.)
9. What is the #1 most powerful lesson to transform leaders? (3 min.)
10. Who do you define as a leader? (1 min.)

Should Ask Questions:

1. Can you explain the difference between an intrinsic and extrinsic motive? (2 min.)
2. Why do top performers seem to operate naturally on a subconscious level when you state the importance of training the mind to bring unconscious information to a conscious level? (3 min.)

3. Why is modeling top performers to shorten the learning curve so important? (3 min.)
4. Why must leaders learn the personal needs and values of the people they lead? (3 min.)
5. Why must new information be stated in meaningful and relevant terms to the audience? (2 min.)
6. Can you provide examples to benefit our listeners why they must apply The Triad to The Big Four in their life? (3 min.)
7. How are motivational and inspirational speakers different from you as a transformational speaker? (1 min.)
8. Would you describe the process for learning The Triad Performance Improvement System difficult? (2 min.)
9. What is the value in learning to apply The Triad? (2 min.)
10. How can our listeners get a copy of your book, and enroll in one of your 7-module courses to instruct leaders of companies, organizations, or teams how to improve overall performance in less time on your website? (3 min.)

Interviewer notes:

As the author do you speak or consult to business, education, athletic, and parent groups and organizations?

Do you feel you are making a difference transforming leaders?

You described P.T. Barnum's simple business philosophy more companies are adopting today. Can you tell us what that philosophy does?

A universal behavior among all affluent countries today is "people do not value what they are given for free." Why is this behavior so little understood?

As a school superintendent speaking to teacher groups and conferences you noted how most students do not know the difference between a need and a want. Would you care to elaborate?

Why are the needs and values of the performer (workers) so important for leaders to know?

You call yourself a behaviorist. How is that different than a psychologist?

Behaviorists B.F. Skinner had his "Black Box" concept and Robert Gagné his "Nine Events of Instruction." Why are these two concepts so important for leaders to understand and apply?

In all behavior body language and voice tone are sensed by people who are consumers and develop relationships whom to trust or avoid. Today the politically correct approach is to denounce profiling because it institutes bias. But you state the first part of The Triad is “increase awareness.” So, how does the reader discriminate personal bias from using his/her senses to increase awareness?

How is modern behaviorism different from B.F. Skinner’s ideas of operant conditioning?

Author Bio

Dr. Pete Andersen is a behaviorist, author, speaker, coach, publisher, and top performer. His Ph.D. studies emphasized behavioral, educational, and personality psychology to observe for over fifty years what top performers have in common. He has been helping people improve their lives and performance with a mission to transform leaders to use more intrinsic motivation principles.

His business experiences for twenty years have been in medical sales and marketing. He has been a national sales trainer, hospital distributor rep, regional sales manager, and owner of a rep and publishing company.

He is experienced in education as a retired school superintendent and has presented intrinsic motivation leadership strategies to regional and state teacher conferences. In his early teaching and coaching years, he directed large aquatic programs for a city park district, two high schools, and a university as an assistant professor.

His experiences in athletics have been as a 5-time All-American NCAA Division I swimmer and head coach of All-American collegiate women and high school boys. He holds world and national records for his age-group in Masters Swimming competition and won 25 Senior Olympic National Championship Gold Medals.

He has authored and published Purposeful Intent and Teach Yourself to Swim his brand with over a dozen e-books on swimming and water safety instruction.

He has been associated with top performing business, education, and athletic programs, and Internet marketers to present transformational leadership strategies to improve performance in less time.

Short & Brief Book Descriptions

The 3 Secret Skills are used by top performers everywhere to improve performance in less time for any purposeful job, task, skill, or relationship. The book offers powerful lessons to transform leaders who are identified as CEO’s, Directors, Supervisors, Managers, Coaches, Teachers, Parents, and anyone who leads other people. A distinction is made between commonly used extrinsic motives and intrinsic motives research has proven to be more effective.

All motivation is centered about improving a quality of life. The transformation implies permanent change in how to consistently keep improving performance in less time to shorten the learning curve and gain competitive advantage vying for the same outcomes. Needs and values are explained as the two primary factors to affect motivation and goal setting.

Most people think motivation is something someone does to them or someone else. Examples of extrinsic motives are offers of incentives like money, promotions, vacations, praise, and candy. The problem is you must keep increasing the value of the extrinsic incentive to motivate and requires more supervision of the performers.

More powerful intrinsic motives occur when performers regard new information as meaningful and relevant to retain as knowledge to improve and satisfy their personal needs, values, and goals. Once understood, these performers require less supervision. Each secret skill is teachable and learned

independently but applied interdependently in The Triad Performance Improvement System. For leaders, the most difficult task is to align the mission and vision of the company, organization, or team in a system with the personal needs and values of the performers doing the work. When that is achieved, overall performance is greatly improved with fantastic results! For individuals, the powerful lessons of the 3 secret skills transforms lives and increase the probability for lifelong success and happiness.

Brief book description 250 characters or less...

The 3 Secret Skills in The Triad Performance Improvement System transforms leaders from using traditional extrinsic to intrinsic motives to lead their performers in business, education, and athletics to model top performers and shorten the learning curve for competitive advantage.

Brief book guide for stores to select...

The 3 Secret Skills of Top Performers is paperbound 7x10, 262 pages with over 20 diagrams, and tables.

[Independent Book Review Click Here](#)

Endorsements

FOREWARDS BY TOM ANTION, DANIEL HALL, STEVE HARRISON

"I have mentored hundreds of authors and speakers. The 3 Secret Skills of Top Performers - Powerful Lessons in Transformational Leadership is high on my list of the best I have read.

The lessons are applied to improving performance in less time for any job, task, skill, or relationship. This is your opportunity to shorten your learning curve modeling what top performers consistently do. This benefit provides an advantage over your competition vying for the same results.

Most people think of motivation as something someone does to them or someone else. Top performers are self-motivated, and you can learn the same skills. Do you know any top performer who ever waited for the approval of another person? Top performers understand how to apply intrinsic motivation principles to satisfy their personal needs and values and goals. For leaders this is imperative to know about those you lead and improve your team.

If you ever thought of becoming a top performer to improve your finances or your team, then this is a must read. The educational 7-module course will teach you The Triad Performance Improvement System and master the 3 secret skills so you can become the top performer that is within you."

-Tom Antion, Box 9558, Virginia Beach, VA, 23450 USA. Podcast <https://www.ScrewTheCommuter.com>, Mentor Program <https://www.GreatInternetMarketingTraining.com>, School <https://www.IMTCVA.org>, Documentary "The American Entrepreneur" <https://www.Facebook.com/americanentrepreneurfilm>.

"If you ever wanted to be a top performer, then model the 3 secret skills they do. You may already do two of the three but perhaps not all three. Each skill is learned independently but applied interdependently. Like riding a bicycle, once you learn The Triad Performance Improvement System you never forget it. Then you apply it to any job, task, skill, or relationship to shorten your learning curve.

You may be a top performer and this book will confirm that or be your golden ticket to greater success and a rewarding income. As the leader you'll learn how to intrinsically motivate your performers learning their needs and values. This is especially important during these pandemic times with more people working from home.

You'll take unconscious motives to a conscious level of awareness to feel rewarded for your effort and meet your goals. You'll learn better methods to self-evaluate performances and connect reward to reinforce what you are doing well. In these demands to work from home trust is a major factor to get quality performance results. It is the perfect time to retrain and transform your directors, managers, supervisors, teachers, coaches, and CEO's including parents.

I've read books on leadership, but none compare to this content and learning system to transform from extrinsic to intrinsic methods to motivate yourself and those you lead. When you evaluate the personal needs and values of your performers, they feel you care about their life. This motivates each with the desire to improve on the job and be loyal to you, your team, and the company."

-Daniel Hall, USA Today and Wall Street Journal Bestselling Author and host of the www.RealFastResults.com podcast.

"Dr, Pete Andersen is a winner who knows how to achieve extraordinary results. Listen to him. Learn from him. His Triad Performance Improvement System works."

-Steve Harrison, Co-Founder www.AuthorSuccess.com

"For years I have been the publicist for notable authors. The Chicken Soup series with Jack Canfield and Mark Victor Hansen was launched by my company. I know what qualities are common to top performers. The 3 Secret Skills of Top Performers and The Triad Performance Improvement System aptly describe common skills leaders would do well to model. Order your copy today on Amazon and bookstores and consider enrolling in one of the 7-module courses to benefit you and your performers."

-Rick Frishman, www.RickFrishman.com, Bestselling Author, Publisher & Speaker, publicity & publishing for entrepreneurs & business, CEO and Founder, <https://Author101University.com>, the premiere event for marketing & publishing success.

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