

HIGH PERFORMANCE STRATEGIC ADVISOR



► **Ruben Perczek Ph.D.**

Doc Ruben is a High Performance Strategic Advisor specialized in supporting professional sports institutions to create success and sustainable impact through the development of their type A talent and evolution of their cultural stamp. He describes the community and clients he and his team serve as "co-creators of change" and "conscious high performers." "Co-creators" because they know that sustainable positive change in high performance occurs through shared collaboration to find solutions that generate success, and "conscious" because they are aware that the path to success in high performance requires a constant openness to learning and the ability to handle human dynamics as a main axis. From his understanding, conscious high performance is the product of a strategic alignment between executives, head coaching staff, media, and players with an undeniable commitment to individual and collective evolution.

- Achieving 5 national championships, and a ranking in the world youth top 5 before his 15th birthday, Doc Ruben competed on the professional tennis circuit as a member of the Colombian Davis Cup team. His training in high-performance sports led him to discover his life mission, to uncap the highest potential of high performers in sports and public life.
- Back then, he decided to train academically to increase his impact. The recognition with the "Order of Merit" for his work at the University of California at Irvine led him to specialize at the Stanford School of Medicine where he began to develop his own methodology which he eventually coined "The 7 Roots of Potential" a systemic framework for the evolution of human potential in sports and public life. As a strategic discipline, he helps public leaders and professional sports institutions evolve high performing cultures, guiding the alignment within leadership teams and the development of their top talent, without killing spirit and passion along the way.
- In the last 20 years, Dr. Ruben, in partnership with his team and clients, has had the opportunity to support and guide the positive change of high performance in leaders and organizations in various sectors and industries, including the sports and public service industries. Both in the private, public and non-profit sectors, his work has focused on the integral and strategic design and implementation of programs to develop high potential talent and cultural hallmarks in high performance institutions. His track record as a strategic advisor includes his work with The Oxford Leadership Academy, Governments of Canada and Mexico, Shambhala Institute of Authentic Leadership, International Forum for Environmental Sustainability - Government of Iceland, adidas NA and LATAM, The Office of the Mayor in Miami, Florida, ShopRite, Department of Athletics at the University of Miami, and head coaches and professional athletes in diverse Olympic and professional sports.
- His proven excellence in sports, academia, strategic design of high performance cultures in globally leading organizations, and innovative success through his own evolutionary methodology for the development of sustainable high performance, "The 7 Roots of Potential™", distinguish Doc Ruben as a pioneer and leading voice for Conscious High Performance.

doc.ruben
High Performance
Strategic Advisor

© 2021 Zone14 Inc. This material is protected by copyright and trademark and may not be used without the express written consent of Zone14 Inc. Violators will be prosecuted to the full extent of the law. To obtain permission, write to info@zone14.com