

## **Performance Optimization**

### **Joshua Klapow, Ph.D.**

It's what we do or don't do every day. That's what impacts our lives more than anything else. The small decisions, actions, and interactions often can have an enormous cumulative effect on our lives. For elite athletes the challenge is learning to control the whole of who they are in a way that results in optimal athletic performance. Understanding how their emotions impact their thoughts and how those thoughts impact their behaviors on the field is critical. When emotions, thoughts and actions are functioning in unison the result is better performance. For executives the challenges are the same, although "the game" is different. The ability to optimize emotions, cognitions and actions leads to better decision-making, reductions in stress, improved focus and concentrations, and overall improved well being.

Optimizing performance works best when the executive has the ability to make incremental changes in "real time" in their daily lives. Unlike psychotherapy, which focuses on a weekly visit to address challenges centered on a psychological or psychiatric diagnosis, performance optimization focuses on assisting the executive in real time by leveraging technology.

Often busy executives find themselves in a position where family, colleagues, and friends are not the most appropriate individuals to share struggles with. Time is a precious commodity, and any given day may either function well without problems, or be a struggle with the need for guidance. Performance optimization places a highly skilled, highly trained doctoral level psychologist in the executive's life. The psychologist is not there to provide psychotherapeutic services. The interactions are not designed to treat a psychiatric problem. The model of care is not weekly visits.

The psychologist is for all practical purposes an optimization coach. The executive has access to the psychologist at any time via phone, email, or text. The psychologist and the executive have face-to-face meetings as needed. The psychologist is positioned to come to the executive, to meet with them in private, where and when needed. In the performance optimization model, the executive gains access to an individual who understands human behavior, corporate and business practices, family dynamics, and the psychophysiological processes that may reduce efficiency in decision-making, may cause unneeded and unintended stress, and may reduce the overall well being of the executive.

In performance optimization, the executive has access to an individual who can help the executive maximize their internal resources to function better at work, home and in life. This approach allows the executive to make necessary adjustments and changes in their life as needed and when needed. It provides a confidential, personalized and tailored experience that sits "outside" of the health care delivery system, but "inside" the executives true daily experience.

**Joshua Klapow, Ph.D.**

Joshua Klapow is a licensed clinical psychologist with a broad range of professional experiences that make him uniquely suited for performance optimization services. As an academic researcher and scientist, Dr. Klapow's work focused on the evaluation of health care delivery systems and the development of new models of health care that better integrated psychological and behavioral science. He has consulted with numerous fortune 500 companies inside and outside of health care. Helping their executives better understand how human behavior is at the core of the success or failure of most organizations. He has served as a subject matter expert and consultant for organizations struggling with internal culture change, change management, and leadership development. Dr. Klapow has further served directly in the role of executive as the Chief Behavioral Science Officer, for a health care technology organization. His experience working with and being an executive has given him a unique appreciation for the challenges that executives face sometimes on a daily basis with no outlet for guidance or support. Dr. Klapow routinely works with individuals in healthcare, media and entertainment, and athletics. He serves as a personal performance optimization coach to a select group of individuals whose daily experiences in business, healthcare, the sports industry, and entertainment require flexible, confidential and practical support.

Dr. Klapow has a very public persona working with media outlets to disseminate information designed to help the general population improve their overall wellbeing. That public persona is contrasted with confidential private service to individuals who need, and are in the position to receive tailored guidance and support. It is this combination of public health service and private performance optimization services that allow Dr. Klapow to "practice what he preaches".

For more information on Dr. Klapow visit his webpage at [www.joshklapow.com](http://www.joshklapow.com) or contact him at [askdrjoshk@gmail.com](mailto:askdrjoshk@gmail.com).