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**Media Alert**

**FOR IMMEDIATE RELEASE**

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**Is the human brain Wired-to-Win?  
Why so many people consistently fall short of their potential.**

**Toronto, Ontario (Sept. 13, 2007)** - The Gaski Performance Group is pleased to announce the "Wired-to-Win" program, a complimentary seminar and discussion forum on personal achievement, to be held on October, 11, 2007 in the Greater Toronto Area. This event builds the framework for achieving improved results in areas where individuals are actively engaged, including business, sales, relationships, and sports.

"Most underachievement is not the result of any lack of knowledge or skill, but the consequence of how our brain tends to think. Our mind works diligently to create the outcomes we expect to experience," said Joe L. Gaskovski, president of the Gaski Performance Group. "It is a marvelous machine that uses past experience to support future decisions. But this process is a double-edged sword, as that experience can encourage or inhibit our effort toward achievement."

The Wired-to-Win seminar and workshop are based on a Self-Management and Performance subject from a College Leadership program. The workshop explores the achievement factors and competencies used by business leaders, performance athletes and entrepreneurs. The workshop incorporates the psychology of success (how mental states impact actions), business excellence principles (the findings from Jim Collins best selling book Good to Great), Neuro Programming concepts (the role of mental scripts), and performance sports strategies (the techniques that elite athletes use to maximize performance).

Additional information is available at [www.gaski.com/wired](http://www.gaski.com/wired)

**About Gaski Performance Group**

Gaski Performance Group ([www.gaski.com](http://www.gaski.com)) is a Canadian management training and development organization with expertise in leadership, management, and professional sales. The company provides learning and development, skills enhancement initiatives, assessment tools and evaluation programs, along with customized workshops for businesses, organizations, and individuals.