



CORPORATE PROGRAM: LIVE LIKE AN ATHLETE

Elevating Corporate Performance through Athletic Principles

Presented by *DUKE PERFORMANCE EMPIRE*



www.dukeperformanceempire.com

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ABOUT DUKE PERFORMANCE EMPIRE

Our Story

Founded on the belief that athletic excellence principles can revolutionize corporate performance.

Our Team

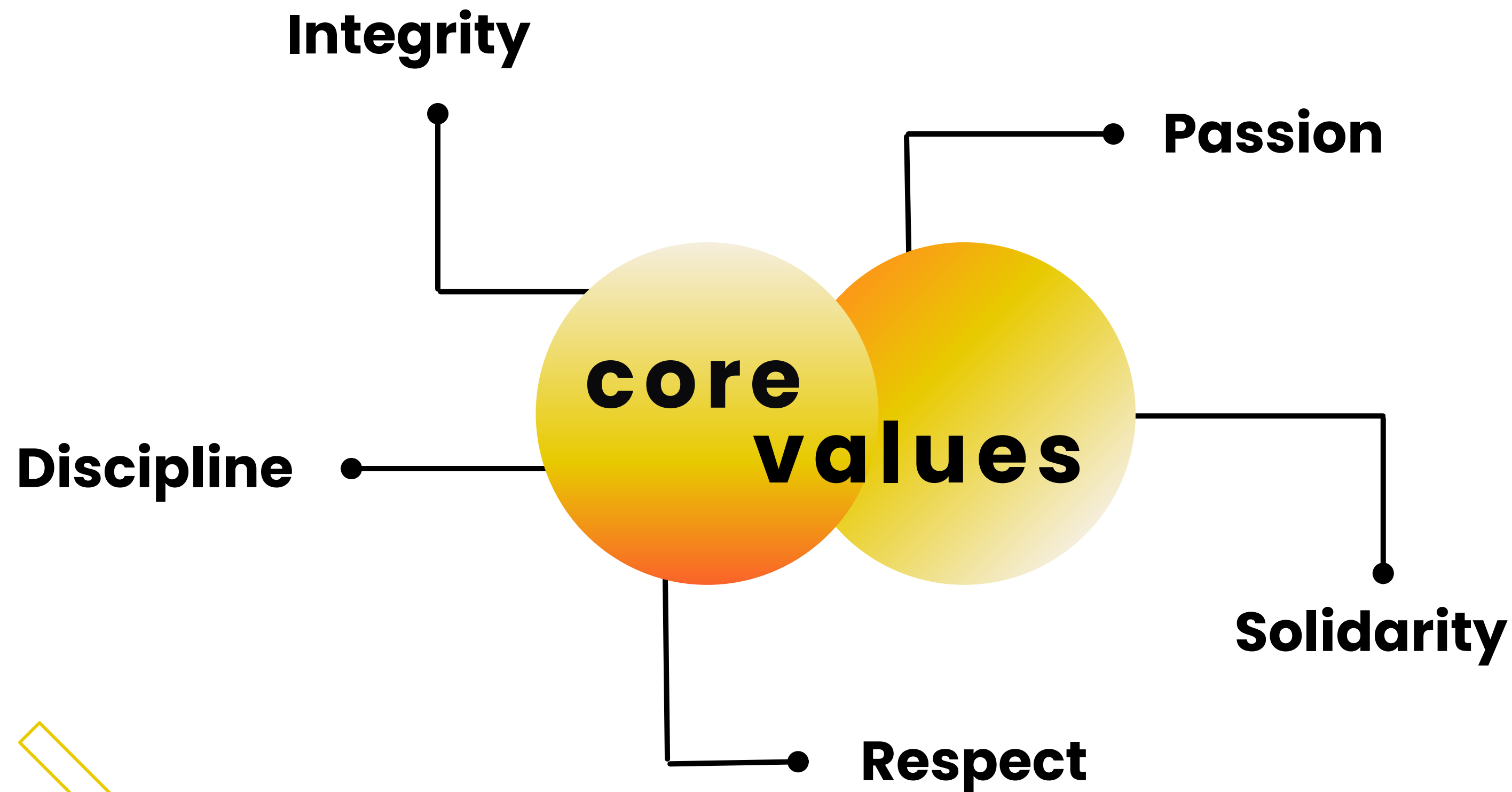
Comprising professionals with backgrounds in both athletics and corporate development, dedicated to delivering transformative programs.

Our Commitment

Partnering with organizations to unlock their full potential through the 'Live Like an Athlete' methodology.



Duke Performance Empire (DPE) practices five **core values** parallel to the same pillars that define rugby as **more than just a sport**.





TRAINER PROFILE

DINESVARAN

DUKE KRISHNAN

- **Former professional and National Rugby Athlete**
- **Founder and Managing Director of Duke Performance Empire**
- **20 years of rugby experience in Malaysia, Japan and USA**
- **Certified Rugby Coach**
- **Certified Corporate Trainer**
- **Creator of the Live Like An Athlete (LLA) Performance Culture Framework**

EX-PRO RUGBY ATHLETE



RUGBY COACH



CORPORATE TRAINER

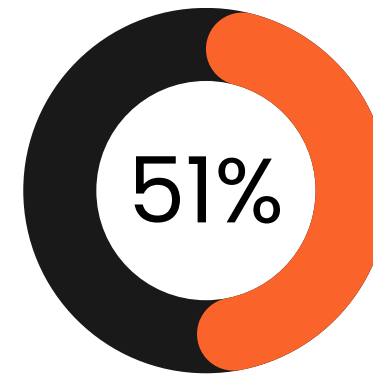


OUR MISSION

- Help professionals perform, lead, and live like elite athletes in both their work and life.
- We believe everyone has the potential to optimize their health, mindset, and performance.
- We aim to bring proven athletic strategies into the corporate space to build resilient, focused, and empowered individuals and teams.



CORPORATE CHALLENGES IMPACTING PERFORMANCE



EMPLOYEE DISENGAGEMENT IN THE WORKPLACE

Leading to decreased
productivity and morale.

Source: hrcloud.com



HIGH TURNOVER RATES DUE TO POOR TRAINING

Employees resign within their
first year due to inadequate training.

Source: [BuildEmpire](https://buildempire.com)



BURNOUT AND MENTAL HEALTH ISSUES

Employees experiencing burnout are

63%

more likely to
take a sick day

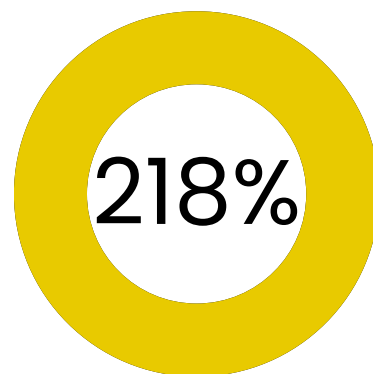
2.6

times more likely to
seek a different job

highlighting the importance of
addressing workplace stress.



THE IMPACT OF EFFECTIVE TRAINING PROGRAMS



ENHANCED EMPLOYEE PERFORMANCE

218% higher income per employee compared to those without formalised training.

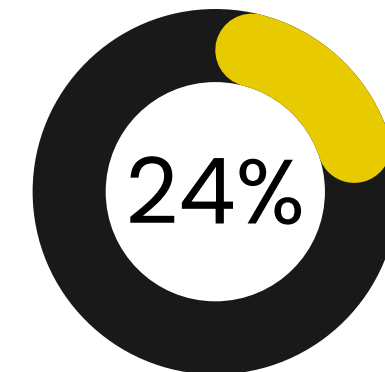
Source: [BuildEmpire+ISC Training+1](#)



INCREASED PRODUCTIVITY AND PROFITABILITY

This increase in efficiency showcases the tangible benefits of workforce development.

Source: [Acuity International](#)



HIGHER PROFIT MARGIN, IMPROVED EMPLOYEE RETENTION

Well-trained employees are more likely to remain with the company, reducing turnover costs.

Source: [SC Training](#)



LEADERSHIP DEVELOPMENT

Individuals who receive leadership training show

25%

increase in
learning capacity

20%

improvement in
performance

emphasizing the value of developing
internal leadership capabilities

Source: [BuildEmpire+ISC Training+1](#)





WHAT IS THE 'LIVE LIKE AN ATHLETE' (LLA) METHODOLOGY

A performance-based framework modeled after elite athlete routines.

These 5 pillars form the foundation of the LLA approach,
integrating sports principles into corporate development.

IDENTITY SHIFT

- i am a corporate worker to i am corporate athlete .
- Utilise stress for development like an athlete
- 1% improvement daily routine.

HIGH-PERFORMANCE RITUALS

- Morning Priming Ritual
- Pre-Game Routine / Preparation Strategy
- Post-Game Review & Feedback Loop
- Recovery & Reset Rituals
- Goal Tracking & Daily Discipline

RECOVERY OPTIMIZATION

- Active Recovery through Movement Breaks
- Sleep and Power Nap Protocols
- Nutrition Timing and Hydration Discipline
- Mental Recovery Rituals
- Cold & Heat Exposure (Thermoregulation)

CONTINUOUS GROWTH

- Train with Purpose (Set Micro Goals)
- Build a Routine, Not Just a Schedule
- Review Performance Weekly
- Recovery is Productivity

WINNING CULTURE

- Live by Core Values
- Build Trust Through Transparency and Feedback
- Train Like You Play – Focus on Daily Habits
- Celebrate Small Wins to Build Momentum and team bonding

PROGRAM OUTCOMES

■ ENHANCED PERFORMANCE

Achieve higher levels of productivity and efficiency through the integration of athletic principles.

■ TEAM BONDING

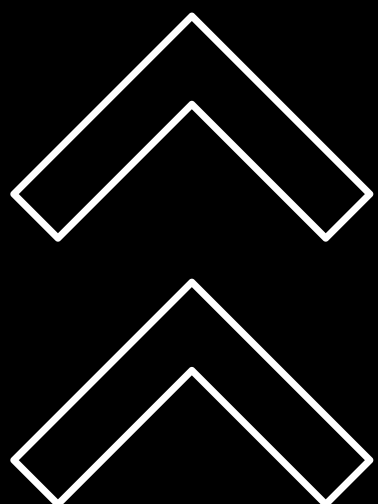
Build teams capable of overcoming challenges by leading and encouraging each other.

■ SUSTAINED WELLBEING

Foster a workplace culture that values health, leading to reduced absenteeism and increased engagement.



PROGRAM | SHOWCASE



TESTIMONIALS



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What an absolute blast we had at the Cultivating the PruWay Like an Athlete Workshop! It was a great honour to learn from [Duke Krishnan](#), a national icon in the world of rugby.

This empowering workshop was all about translating the principles of sports as well as the athlete ethos and values into corporate life, encapsulating PruBSN's core values. Duke shared personal anecdotes and strategies that resonated deeply with everyone, highlighting the parallels between athletic excellence and professional success.

One of the key takeaways was on setting clear goals and maintaining focus, much like athletes striving for victory. Participants were also taught on how to deal with setbacks using the W.I.N approach, which is vital both on the field and in the office. Attendees further practiced collaborative exercises, fostering a spirit of camaraderie and mutual support.

By the end of the day, our participants walked away with deeper insights on how to channel the discipline and perseverance from sports into their daily work routines, and using sports principles as a roadmap to boost adaptability and resilience in corporate life.



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Transformation | Control&Governance | Process Improveme...

2mo •

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Attended the inspiring 'Live Like an Athlete' session today by **Duke Krishnan**

Key takeaway:

Athletes break barriers by turning stress into strength and channeling emotions like anger, sadness, and fear into fuel for growth.

Setbacks aren't the end—they're the push toward your next WIN [What's important now]

Stay focused, stay resilient, and keep moving forward.

#LiveLikeAnAthlete #BreakBarriers #Resilience #PerformanceMindset



IN THE NEWS



Ragbi: Mentaliti 'WIN' sumber inspirasi kepada pasukan PDRM

KETUA Jurulatih PDRM Ragbi, Duke Krishnan K. Dinesvaran, tidak dapat menyembunyikan rasa bangga setelah pasukannya berjaya menjuang Kejuaraan Ragbi Piala Agong

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Podcast > Night Shift > Bar None > Bar None: S2E24 - The Duke Of Rugby

BAR NONE: S2E24 - THE DUKE OF RUGBY

Dineswaran Krishnan aka Duke Krishnan, Yamaha JÃ¸bilo
17-Mar-18 10:00

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The Official Portal of Royal Malaysia Police

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RAGBI PIALA AGONG 2023: PDRM DINOBAT JUARA KEJOHANAN EDISI KE-39

Ipo, 21 Oktober 2023 - Kemarau selama 32 tahun Pasukan Ragbi Polis Diraja Malaysia (PDRM) dalam arena sukan Ragbi Piala Agong berakhir hari ini, apabila berjaya menjuang trofi kejohanan bagi edisi ke-39 selepas menewaskan Pasukan Ragbi Putrajaya, di sini.

Pasukan Putrajaya yang turun selaku pasukan pilihan selepas menjurai kejohanan itu pada edisi tahun lalu nyata tidak menggentarkan semangat juang pemain PDRM apabila berjaya membenam mereka dengan keputusan 29-22.

Pada awal perlawanan, PDRM tampak yakin apabila mula mendahului pasukan lawan seawal minit ke-2 dan ke-3 menerusi pemain Muhammad Danial Noor Hamidi bersama Lee James Chapman dengan 7-0 seterusnya mendominasi rentak permainan pada separuh masa pertama yang berakhir 24-7.

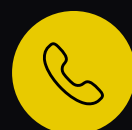
RAGBI PIALA AGONG 2023:
PDRM DINOBAT JUARA KEJOHANAN EDISI KE-39



LET'S ELEVATE YOUR TEAM'S PERFORMANCE

Discover how the 'Live Like an Athlete' methodology* can transform your organization's performance.

CONTACT US:



+0199918174



admin@dukeperformanceempire.com



www.dukeperformanceempire.com

**This program is claimable through HRDC.*



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