

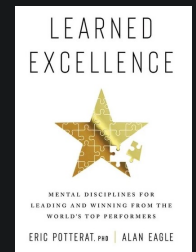


# Learned Excellence

September 24, 2026 8:00 am - 12:00 pm

Doors open at 7:30am for a networking  
continental breakfast

Grace Church - 5151 North Illinois Street,  
Fairview Heights, IL



Excellence isn't a gift. It's a habit—built over time  
through deliberate mental discipline.

After decades of working with Navy SEALs, Olympic gold medalists, fighter pilots, law enforcement leaders, and Fortune 500 executives, we've seen one thing hold true: the most consistently successful people don't leave performance to chance. They train for it—mentally, emotionally, and strategically.

We call this learned excellence—a set of core mindsets and habits that anyone can build, regardless of background or natural ability. Confidence, focus, resilience, composure—these are skills, not traits. Especially in high-pressure fields like law enforcement, success hinges not just on what you know, but on how you think. Can you lead clearly under stress? Make sound decisions when the stakes are high? Stay calm and focused in the face of uncertainty?

The elite performers we've studied—whether on the battlefield, in a boardroom, or on the street—share common approaches:

- They prepare with intention, knowing that confidence is earned through reps, not hope.
- They train focus like a muscle, using routines and cues to stay locked in.
- They bounce back fast, because they see adversity not as a threat, but as training.
- They lead with presence, using emotional control to build trust and steady their teams.

These skills aren't for the lucky or the elite—they're for anyone willing to learn them. With the right tools and the right mindset, you can show up as your best self when it matters most.

That's the promise of learned excellence.  
And it's within your reach.



Eric Potterat, PhD, is a clinical and performance psychologist and retired U.S. Navy Commander who served as the lead psychologist for the Navy SEALs.

He developed mental toughness training used across elite military, sports, and law enforcement communities. Dr. Potterat has worked with Olympic athletes, professional sports teams, and Fortune 500 leaders to enhance performance under pressure. He is a recognized expert in resilience, leadership, and cognitive readiness, and co-author of *Learned Excellence*, a guide to mastering the mental disciplines of top performers.



Alan Eagle is a bestselling author, executive speechwriter at Google. He has co-authored books with top business leaders, including *Trillion Dollar Coach* and *How Google Works*.

With decades of experience distilling complex ideas into clear, compelling messages, Alan has worked alongside some of the world's most influential innovators. He is the co-author of *Learned Excellence*, where he helps translate high-performance psychology into actionable insights for leaders in business, sports, and public service. His work focuses on storytelling, leadership, and bringing elite performance principles to real-world challenges.

Click **HERE** to Register

This training is certified by the ILETSB and meets the following mandate:  
Procedural Justice (4 hours).

Questions? Contact the Executive Institute: [training@iletsbei.org](mailto:training@iletsbei.org) OR 309-298-2646