



THE CHAMPION'S CODE



BUILDING RELATIONSHIPS THROUGH LIFE-LESSONS OF INTEGRITY AND ACCOUNTABILITY FROM THE SPORTS WORLD TO THE BUSINESS WORLD

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The best-selling author of nearly 50 sports books, Ross Bernstein is a peak-performance business speaker who's keynoted conferences on all seven continents for audiences as small as 10 and as large as 10,000. He is just one of three professional speakers in the world to hold the CPAE (Speaker Hall of Fame), CSP (Certified Speaking Professional), and the Global Speaking Fellow Designation. Ross and his books have been featured on thousands of TV and radio programs over the years including CNN, FOX News, CBS Mornings, MSNBC, and ESPN, as well as in the Wall Street Journal, New York Times and USA Today.

There are reasons certain teams win consistently, whereas others come up short — and Ross explains why. Inspired by the "Good to Great" concept of how the best companies are able to separate themselves from the rest of the pack through dynamic leadership, by creating a culture of excellence, by developing deeper relationships, and by giving extraordinary customer experiences — Ross' program is all about winning...with integrity.

Ross' signature keynote, "The Champion's Code," is based on more than six years of research that resulted in two critically acclaimed series of sports-business books. The first examines how and why certain teams win championships; while the other chronicles the unwritten and unspoken rules in the world of sports, or "codes" as they are known, which explores the fine line between cheating and gamesmanship — and the ethical consequences involved when that line is crossed. Ross interviewed more than 1,000 professional athletes and coaches for the six books and along the way he saw some fascinating trends, patterns, metrics and analytics develop among certain peak performers who possessed a very unique DNA. For these special individuals, or "champions," it wasn't always about winning, it was about following their moral compass' in order to play the game the right way — with respect — in order to achieve success.

Weaving inspirational stories and poignant life lessons from the world of sports, along with success stories and best-practice ideas of businesses and senior executives who he has worked with about how to increase sales, overcome disruption, harness creativity and generate momentum — Ross challenges his audiences to think about the differentiators they possess which would ultimately lead customers to choose to do business with them, or be influenced and led by them. At the core of his message is the simple fact that we like to do business with people who we trust, people who we like, and people who just "get it" — CHAMPIONS. Ross' message reinforces the fact that individuals win games, but TEAMS win championships. Roles, buy-in, motivation, consistency, sacrifice, trust, failure, chemistry, culture, work ethic, innovation, resiliency, karma, and being humble — they're all a part of what it takes to become the best of the best — a champion both on and off the field.

So... who are the champions in your organization? Let Ross customize a program (from one hour to an interactive full-day) for your next sales conference, franchise leadership retreat, or annual association event — his passion and energy is contagious. Give him a call — he keynotes 120 live and virtual events per year — but he'd LOVE to be a member of YOUR team for the day!

