



Ross Bernstein Program Description

Breakout Program or Keynote:

"Do You Believe in Miracles? Lessons in Team-Building, Leadership & Motivation"

"Do you Believe in Miracles? Well, believe it or not, legendary coach Herb Brooks didn't. Sure, he was a dreamer, but there were no short-cuts or divine interventions in his vocabulary — for him it was all about hard work, commitment and passion — and through those ideals he truly changed the world. Ross Bernstein is proud to share the inspirational story of the man behind the fabled 1980 gold medal-winning U.S. Olympic "Miracle on Ice" hockey team — which pulled off the greatest upset in modern sports history..

In his program, Ross speaks about the influence Brooks had on the world of sports; his unorthodox leadership style; his philosophies on roles and role players; his thoughts on mentorship and community service; how he was able to adapt and change in different work environments; how he fostered team chemistry; and about his unparalleled motivational tactics. Brooks was a winner in every sense of the word and the culture he created with his teams consistently delivered winning results — that was the bottom line. An innovator who wasn't afraid to try things that were completely revolutionary and even controversial, Brooks demanded excellence from everybody around him and earned their respect through leading by example. He was the ultimate team player who lived by the adage that "the name on the front of the jersey was always more important than the name on the back" — a message any company or organization, big or small, can be proud of.

Putting many of the life-lessons and ideologies he learned from the fiery coach into a practical business application, Ross' interactive, entertaining and thought-provoking presentation aims to inspire others to follow their dreams and maybe, just maybe, even create their own miracles. If you've got any sports fans in your group, or if you got goose bumps watching the Disney movie "Miracle," which starred Kurt Russell as Brooks, then this breakout or uplifting 60-minute keynote may be a perfect fit for your next conference.