



Ross Bernstein Program: The Champion's Code

“The Champion's Code: Life Lessons of Values and Integrity from the Sports World to the Business World”

Champions are leaders, both on and off the field, and their DNA is truly unique. Best-selling sports author Ross Bernstein will take your audience on a journey deep into the huddle, dugout, club house, locker room, and press box as he shares with them how living by a certain code of honor will effect your franchise's bottom line. 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 and extraordinary customer service, “The Champion's Code” reinforces the fact that individuals win games, but TEAMS win championships.

In the world of sports, champions understand that there is a fine line between cheating and gamesmanship and they know that crossing that line means that there will be consequences. They also know that winning at all costs is fleeting, whereas winning with honesty and integrity is meaningful and everlasting.

Audience Members will leave with an entirely new perspective on ethics and accountability from a champion's point of view. They will learn that champions aren't necessarily those who have won championships; but rather they are those who live and play by a higher standard. Champions possess unique moral compass' which allow them to abide by their own code of honor. It's the way they conduct themselves when no one is looking; the way they train; the way they prepare; the way they treat their teammates; the way that they come through in the clutch, the way that they play hurt; the way that they inspire others; and the way that they play whatever role that is asked of them. By the end of the program, everybody will be able to clearly define their own personal and professional “codes,” or mission statements, which they can take back to the office and start using immediately — in order to be more productive, ethical and accountable leaders. With the help of some of the greatest coaches in sports history, Ross will enlighten your team members on the topics of teamwork, leadership, and momentum in ways they never imagined. Who are the champions on YOUR team?

THE CHAMPION'S CODE PRINCIPLE FOCUSES ON

- The significance of creating a winning culture by fostering CHEMISTRY, BUY-IN, and MOMENTUM...

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- The importance of ROLES and ROLE PLAYERS...
- The concept that there is no one right way to LEAD or MOTIVATE others, so long as they are all adhering the same MASTER PLAN...
- The power of KARMA, and the reality that people prefer doing business with GIVERS, not takers...