



Ross Bernstein Program Description

Breakout Program or Keynote:

“Raising Stanley: How Becoming the Best of the Best in Hockey Translates to Success in Business and Life”

To raise the Stanley Cup means that you have reached the pinnacle of professional hockey success; it means you are a champion — the best of the best. Each player’s epic journey to get to that sacred place has a unique and meaningful story behind it, however, and those stories are at the very core of Ross’ program. For more than two years Ross researched, met and interviewed upwards of 200 players and coaches who all share one common denominator — they had the distinct privilege of hoisting Lord Stanley’s holy grail. You see, to raise it means you have won it. Hockey players are extremely respectful as well as superstitious when it comes to the Cup. In fact, no player will ever even touch it unless he has won it. So, when he actually gets to raise it above his head for the first time, it is undoubtedly one of the proudest and most profound moments of his life.

Some stories will make you laugh out loud. Some will make you cringe. Some will bring tears to your eyes. And some will inspire you. The raw emotion and personal stories of determination, courage and perseverance will resonate with your audience as Ross weaves the life lessons and wisdom that he gathered over his two year odyssey into practical business takeaways that can be taken back to the office and put to use immediately.

In his program, Ross talks about the “metaphorical Stanley” in all of our lives, that goal or light at the end of the tunnel that we are all pursuing as we climb the corporate ladder, and about how we can all achieve success through hard work, passion and dedication. Audience members will learn about teamwork, toughness, roles and role players, and leadership in ways they simply never imagined.