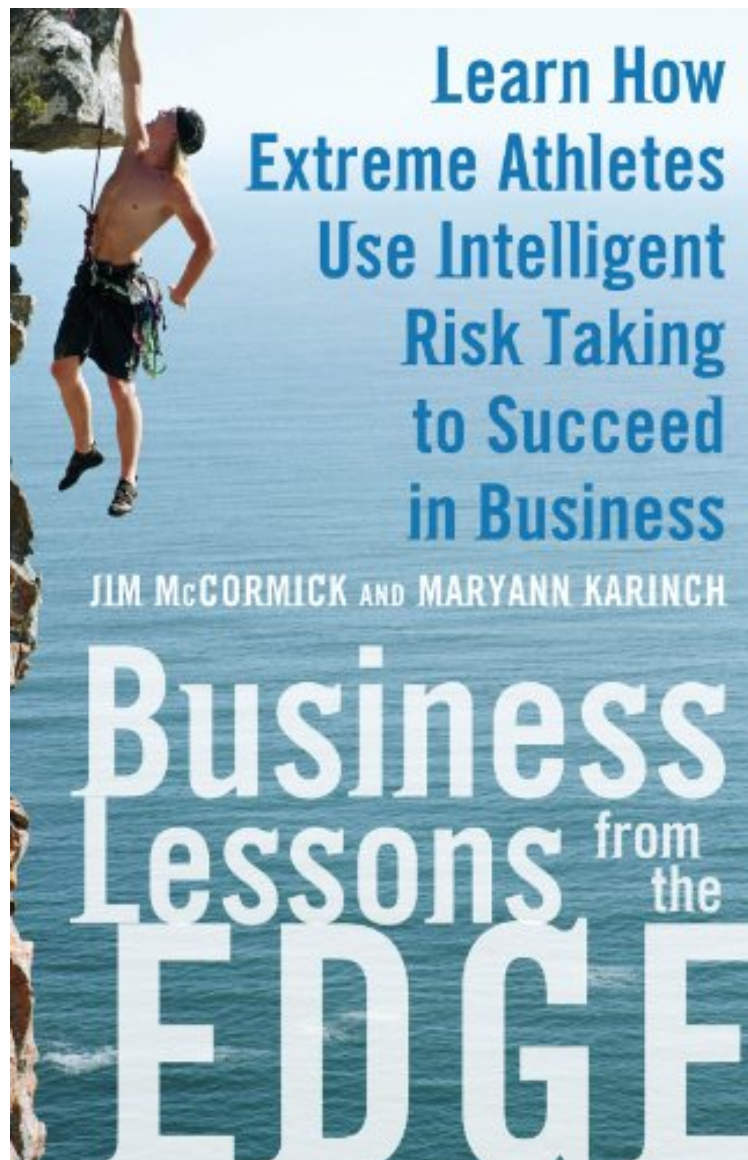


[Library ebook] Business Lessons from the Edge: Learn How Extreme Athletes Use Intelligent Risk Taking to Succeed in Business

Business Lessons from the Edge: Learn How Extreme Athletes Use Intelligent Risk Taking to Succeed in Business

Jim McCormick, Maryann Karinch
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Jim McCormick, Maryann Karinch : Business Lessons from the Edge: Learn How Extreme Athletes Use Intelligent Risk Taking to Succeed in Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Lessons from the Edge: Learn How Extreme Athletes Use Intelligent Risk Taking to Succeed in Business:

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0 of 0 people found the following review helpful. arrived on time and I got an "A" on my paper!
By Willie Bakerthere is more to this book than what is presented by the cover. It was easy reading and the information was practical.
1 of 1 people found the following review helpful. Valuable Lessons From World-Class Athlete-Executives
By John ChancellorBusiness Lessons From the Edge gives 26 lessons which should help improve your success in business and in life. The book gives the lessons in three sections: Personal excellence, Team leadership and Team excellence. The lessons are all illustrated using examples from world-class athletes-executives. The athlete-executives featured in the book have all excelled both in their chosen athletic endeavor as well as their business. They are truly world class. Although world class, many are not household names because of the activity they choose to participate in are often not mainstream sports. But the lessons are still very valuable and can be applied to most businesses. One of the common traits among the athlete- executive is the search for passion. They all have a driving passion about their chosen sports activity and their business. Passion for what they are doing energizes and drives them to achieve the highest levels of success. But they also know and accept what they are not good at. They know their limitations. This is a very valuable lessons for you and one that we often overlook. Make sure your chosen work provides meaning. "People naturally feel more motivated when they believe the desired outcome is meaningful." You will always have more drive when you believe what you are doing serves a higher purpose. One of the more powerful lessons was learning from setbacks. Here is the authors' advice on learning from mistakes: 1. Admit the failure 2. Learn from the failure 3. Assess and analyze what went wrong 4. Make sure you don't repeat the mistake 5. Fix what went wrong without blame 6. Redouble your efforts to get it right next time. There are a couple of other lessons which I found extremely powerful. Eliminate the victim mentality. Victims let events dictate outcomes. Take action. No matter how wonderful your vision, "until you have done something tangible to demonstrate commitment, your vision is still only a dream." The lessons are all very good and if implemented will contribute significantly to your success in any undertaking - sports or business. At times the illustrations and connections were not as strong as I would have liked. Said differently, at times the illustrations actually were a bit of a distraction from the value of the lesson. At times the discussion of a particular sports activity was a distraction from the point being made. If you have any interest in some of the extreme sports or the leaders featured in the book, the book will have more meaning. If you are simply looking for important lessons, you can gain from the lessons without letting the discussion of the sports analogy distract you. The lessons stand on their own. I believe we all need lessons that shine light on ways to be better at whatever we choose to do. These are very valuable lessons and will certainly contribute to your success.

[BACK COVER] DISCOVER THE WINNING MIND-SETS OF EXTREME SPORTS ATHLETE-EXECUTIVES
Skateboarding legend Tony Hawk jump-starts the world's hottest skateboard company with businessman/skateboarder Per Welinder, who recently sold his share of the company back to Hawk to focus on his thriving clothing line. Freestyle motocross star Carey Hart discovers that backflips in the boardroom don't fly, but sharp entrepreneurship turns his tattoo venture into a multimedia enterprise. Rodeo rider Ty Murray, "The King of the Cowboys," turns his passion for bull riding into a professional sports empire. Olympian bobsledder Gord Woolley prepares himself mentally every morning, whether polishing his runners or running his communications firm. Alpine climber Mark Richey learns to rely more on skills than tools to build his architectural woodworking business. Marathoner Quang S. Pham uses visualization techniques to go the distance as a runner and as a CEO in the pharmaceutical industry. Mountaineer Guy Downing climbs some of the world's highest mountains and makes a fortune on Wall Street. PLUS more career-building lessons from sports television CEO Gavin Harvey, skier and bobsledder Kirby Best, polar explorer Bill Baker, mountaineer and CEO Kevin Sheridan, skier and law firm founder Julie Pearl, CEO and race car driver Don Bell, and others [FLAP COPY] No guts, no glory. What does it take to succeed in business? Risk taking. Preparation. Self-confidence. The same principles that drive extreme athletes to the highest peaks of performance. This action-ready guide shows you how to capture the winning mind-sets of champions-for extreme success in business and life.

About the Author Jim McCormick is a full-time professional speaker, record-holding skydiver, and former COO for an architectural firm. He is an accomplished skydiver with five world records, and over 3,000 jumps to his credit. Maryann Karinch is a literary agent and author of 15 books, as well as a certified personal trainer. She has over 650 skydives to her credit and is one of the few women to complete the inaugural Eco-Challenge in Southern Utah.