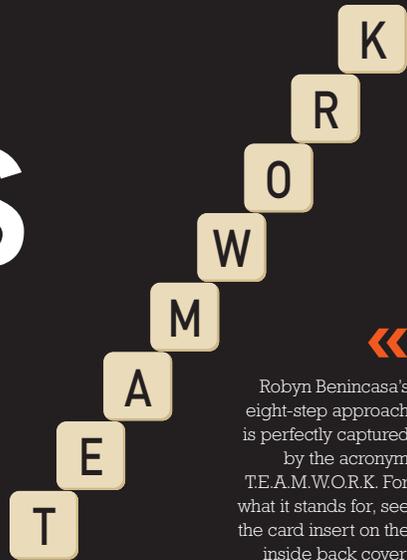


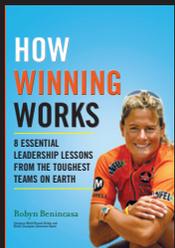
**HOW FAR
WOULD
YOU GO
TO UNLOCK
YOUR TRUE
LEADERSHIP
POTENTIAL?**

ALL IT TAKES IS EIGHT STEPS.



Robyn Benincasa's eight-step approach is perfectly captured by the acronym TEAMWORK. For what it stands for, see the card insert on the inside back cover.

How Winning Works: A field guide to success.



World champion athlete and acclaimed corporate motivational speaker Robyn Benincasa knows what it takes to win... and in her new book, *How Winning Works*, maps out a step-by-step approach to achieve just that.

Her eight-step method has been thoroughly battle-tested – from the harsh environment of endurance racing to the high-stakes environs of the business world.

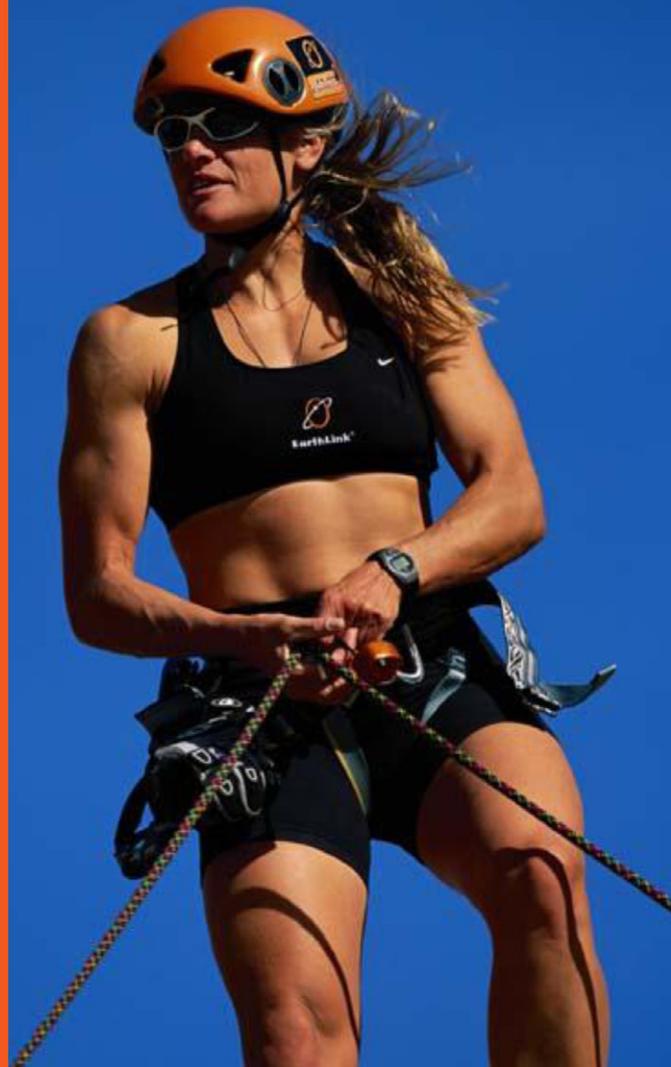
This isn't just a book about succeeding at work; it's a manual for being a winner in life.



I received so many compliments on your message and comments about how your talk touched people. Several said you were the best speaker they had ever heard.

— CEO, Nestlé

See what other industry leaders say at:
robynbenincasa.com/Testimonials.html



ATHLETE. FIREFIGHTER. COMPETITOR. MENTOR. WINNER.

Benincasa has scaled many summits. Now she'll help you tackle yours.

Robyn Benincasa has made an art form of extreme performance by competing and winning at the highest levels of sport and business. In her fifteen years as an adventure racer, she has biked through jungles in Borneo, climbed mountains in Nepal, trekked across lava fields in Fiji, rafted rapids in Chile—and racked up multiple world championship titles along the way.

She is also a member of the country's only all-female firefighting crew and a highly sought-after keynote speaker on teamwork and leadership.

In *How Winning Works*, Benincasa shares the same training tools and exercises that have become wildly popular in her seminars, showing you how to climb to new levels of professional and personal success.



Right, top: Benincasa speaks to an audience of over 2,800 people at the recent Building Leaders from Inside Out event in Richmond, Virginia. The event also featured former Secretary of State, General Colin Powell.



It's been just over a year since we did that meeting with you and people are still talking about it being the best teambuilding meeting we've ever held.

— Northrop Grumman



NBC, ABC, CNN, ESPN, *The Discovery Channel*, *Vogue*, *Sports Illustrated*, *Harper's Bazaar* and *Outside Magazine* have all featured Benincasa's amazing accomplishments. And she accepts full blame for inspiring people to do insane things like climb Mount Kilimanjaro, run their first triathlon or start their own businesses. This is, after all, who she is and what she does.

CAN YOU *LEARN TO* BE EXTRA ORDINARY?

Finally, an easy-to-follow training manual that everyone can use.

Over the last decade, world champion adventure racer Robyn Benincasa has successfully translated the lessons learned from extreme team sports to the corporate world, with compelling seminars that show how groups of ordinary people can accomplish extraordinary things together.

In *How Winning Works*, Benincasa sets out the same practical activities and exercises as she does with her

seminars for companies like Boeing, Starbucks and Nestlé, showing you how to climb to new levels of professional and personal success.

Whether you're trying to beat the competition to market with a new product, scale a looming mountain of deadlines or simply get your kids to clean up their rooms, the advice in this book will coach you over the finish line to success.

HOW WINNING WORKS: A HANDY REFERENCE GUIDE

TURN OVER >>



Get the whole picture in *How Winning Works*, by Robyn Benincasa. See robynbenincasa.com



It was this same team approach here at Vortex Connect that helped us win the Microsoft Partner Business to Business Mobile Application Award.

—Vortex Connect, Recipient of the Microsoft Partner Business to Business Mobile App of the Year Award

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Note: This is what you see if the card is removed



T **TOTAL COMMITMENT.** Keep the end goal in mind. Remember, it's not over until it's over.

E **EMPATHY.** Put yourself in one another's shoes often; focus on coaching versus criticism.

A **ADVERSITY MANAGEMENT.** Take care of small issues before they become big problems.

M **MUTUAL RESPECT.** Respect teammates; praise in public and coach in private.

W **'WE' THINKING.** Avoid competition within the team; we all finish together or nobody finishes.

O **OWNERSHIP OF THE PROJECT.** Give each member a role that affects the project outcome.

R **RELINQUISHMENT OF EGO.** Satisfy your ego with your team's success, not your own; ask for help and ask to help.

K **KINETIC LEADERSHIP.** Allow leaders to emerge; recognize and utilize individual strengths.

>> From *How Winning Works*, by Robyn Benincasa



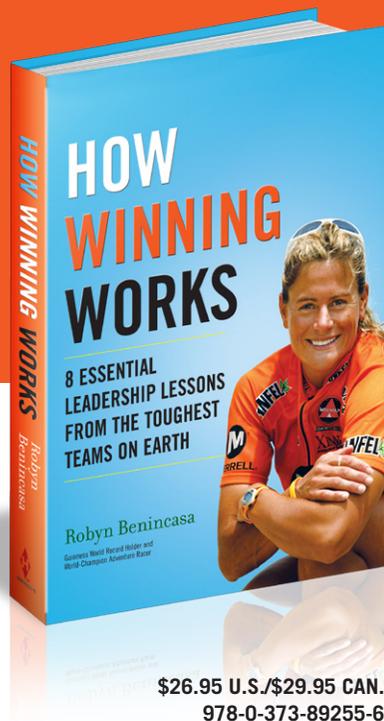
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