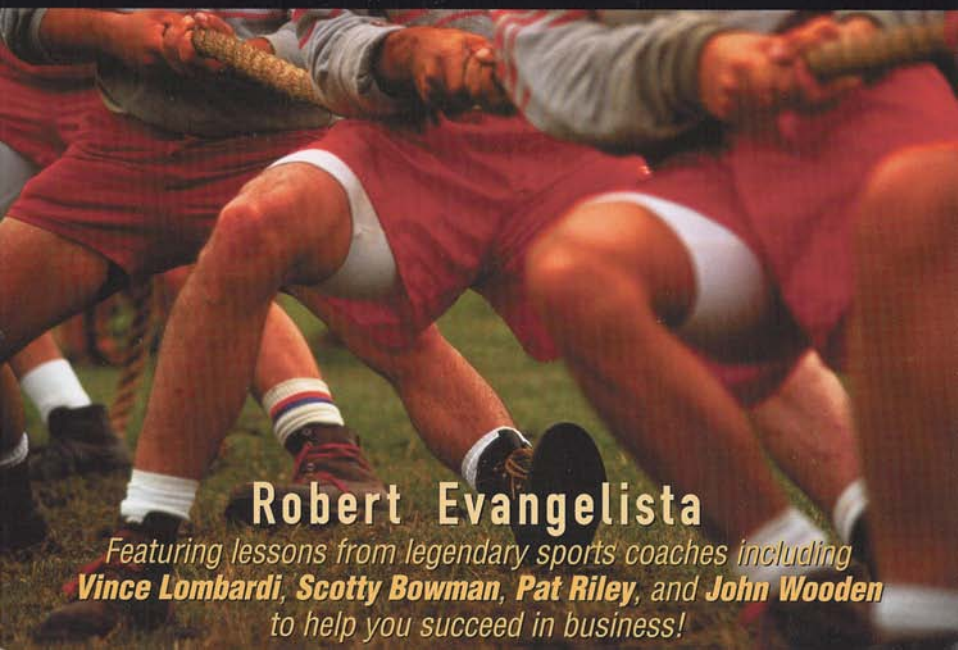


The **BUSINESS** *of* **WINNING**

A Manager's Guide to Building
a Championship Team at Work



Robert Evangelista

*Featuring lessons from legendary sports coaches including
Vince Lombardi, Scotty Bowman, Pat Riley, and John Wooden
to help you succeed in business!*

Praise for *The Business of Winning!*

"With global competition, a shortage of skilled workers, downsizing and merger mania, the odds are stacked against managers. *The Business of Winning* helps managers beat the odds and succeed at work by applying the lessons learned from the greatest coaches of all time."

Danny Sheridan
USA Today Sports Analyst

"In sports teams, as in business, you need to pay attention to the little details. I try to spend time with all the off-ice personnel, because I need them focused on the same end result as my players. Robert Evangelista recognizes what it takes to get a total team effort from people."

Scotty Bowman
NHL Hall of Fame Coach, Detroit Red Wings

Discover how you can win at business by building a championship team

Gain practical insights that you can easily apply to:

- Create an effective business game plan that links the organization's mission to specific employee actions
- Focus a work team on common goals
- Change your management style to become a true "sideline" coach
- Coach your employees, your work units, and your entire work team to success

Includes easy-to-follow checklists to help transform your employees into a championship-caliber team!



As the head coach of an inner-city hockey team, Robert Evangelista turned a group of average teenage players into a team of contenders. His coaching success culminated in a historic, landslide victory in which his Detroit Rockies beat the odds to win the prestigious Can/Am Challenge Tournament. Evangelista then applied the insights he gained as a winning coach to his job as a manufacturing manager for General Motors—and won again. In one year alone, he successfully reduced operating costs by twenty-five percent, increased production by one-half, and improved quality by forty percent.



CEP Press

2300 Peachford Rd., Suite 2000

Atlanta, GA 30338

www.ceppress.com

US \$18.95

CAN \$28.95

ISBN 1-879618-21-4
5 1895 >



9

618213