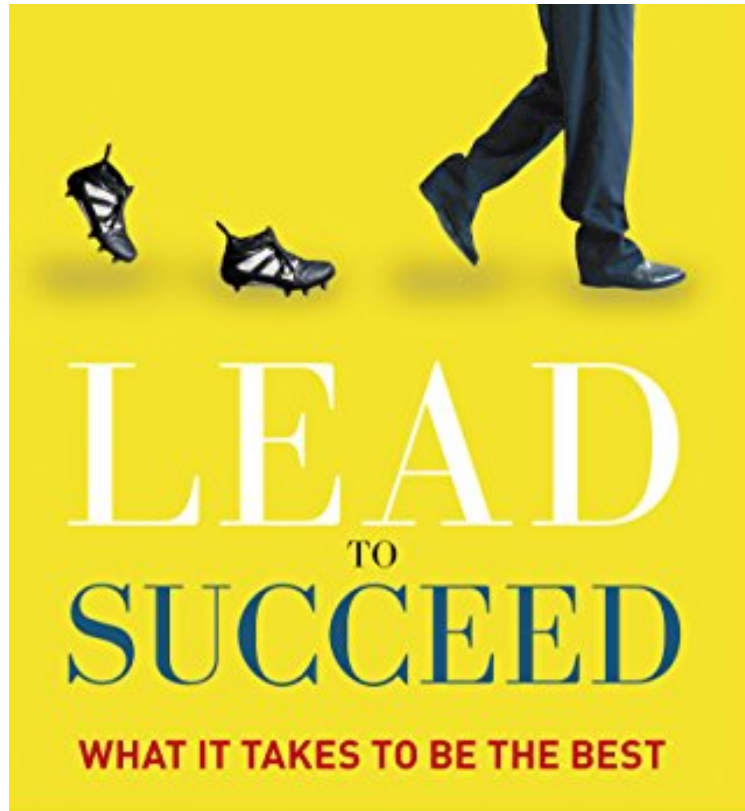


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Lead to Succeed: What it takes to be the best

Craig Lewis

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Craig Lewis is a well-respected sports psychologist, instrumental in the successful 2005 tri-Nations Rugby League campaign for the Kiwis. Building on his sporting success he has become a corporate motivational speaker and works with leading companies: Les Mills, Price Waterhouse, Deloitte, team McMillan, Briscoes, CocaCola Amatil and Farmers. Lead to Succeed has been written for sportspeople and businesspeople alike who are looking for strategies to up their game and put into practice the principles of self motivation and personal achievement practised by our leading elite athletes. With anecdotes and case studies to illustrate those key principles, this book will be an inspirational source of new ideas for those who strive to be the best, in their personal, professional and sporting lives. It is a book for those who lead, or want to be leaders, exploring the fundamental leadership qualities essential to success in sports and business. A book for anyone involved in the promotion of enhanced performance, using emotional intelligence as an underlying premise. Craig speaks professionally to large corporate groups and will be promoting his book as part of his ongoing schedule of engagements.