

# ROSS BERNSTEIN

**Motivational Speaker & Best-Selling Sports Author**

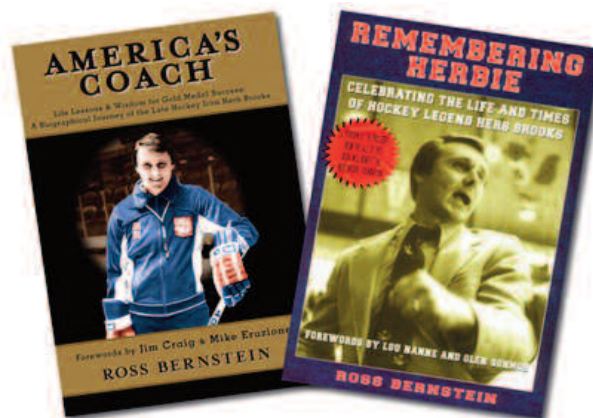


***“When it Comes to Team-Building, Leadership & Motivation...  
Do You Believe in Miracles?”***

“Do you Believe in Miracles? Well, believe it or not, legendary coach Herb Brooks didn’t. Sure, he was a dreamer, but there were no short-cuts or divine interventions in his vocabulary — for him it was all about hard work, commitment and passion — and through those ideals he truly changed the world. Ross Bernstein is proud to share the inspirational story of the man behind the fabled 1980 gold medal-winning U.S. Olympic *“Miracle on Ice”* hockey team — which pulled off the greatest upset in modern sports history. Ross, who had actually been working with Brooks on writing a series of motivational/self-help books at the time of his tragic passing in 2003, decided to honor the legacy of his friend and mentor by turning their project into a living memorial. The result was *“Remembering Herbie”* and *“America’s Coach,”* a pair of nationally critically acclaimed motivational-biographies which chronicle the secrets of Brooks’ success through hundreds of interviews from former players, teammates, coaches, friends and family. Proceeds from the sale of the books benefit the Herb Brooks Foundation, of which Ross currently serves as the President of the Board of Directors.

In his program, Ross speaks about the influence Brooks had on the world of sports; his unorthodox leadership style; his philosophies on roles and role players; his thoughts on mentorship and community service; how he was able to adapt and change in different work environments; how he fostered team chemistry; and about his unparalleled motivational tactics. Brooks was a winner in every sense of the word and the culture he created with his teams consistently delivered winning results — that was the bottom line. An innovator who wasn’t afraid to try things that were completely revolutionary and even controversial, Brooks demanded excellence from everybody around him and earned their respect through leading by example. He was the ultimate team player who lived by the adage that “the name on the front of the jersey was always more important than the name on the back” — a message any company or organization, big or small, can be proud of. Putting many of the life-lessons and ideologies he learned from the fiery coach into a practical business application, Ross’ interactive, entertaining and thought-provoking presentation aims to inspire others to follow their dreams and maybe, just maybe, even create their own miracles. If you’ve got any sports fans in your group, or if you got goose bumps watching the Disney movie *“Miracle,”* which starred Kurt Russell as Brooks, then this uplifting 60-minute keynote will be the perfect way to open or close your next conference.

***Ross Bernstein is the best-selling author of nearly 50 sports books and has appeared on thousands of television and radio programs over his career, including CNN and ESPN, as well as in the pages of the Wall Street Journal, New York Times and USA Today. As a sought after motivational speaker, Ross uses sports as a metaphor for life and for business to inspire, educate and entertain his audiences — challenging them to not just be ordinary, but to make a difference and be extraordinary.***



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