



Speaker Biography

Program Sponsors: Society of Financial Service Professionals - Twin Cities &
National Association of Insurance and Financial Advisors - Minnesota

Program Date: September 21, 2022

Program Topic: The Champion's Code: Building Relationships Through Life Lessons of
Integrity and Accountability from the Sports World to the Business World

Speaker: Ross Bernstein

Biography:



Ross Bernstein
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The best-selling author of nearly 50 sports books, Ross Bernstein is an award-winning hall of fame peak-performance business speaker who's keynoted conferences for Fortune 500 companies on ALL SEVEN continents for audiences as small as 10 and as large as 10,000. Ross and his books have been featured on thousands of television and radio programs including CNN, FOX News, "CBS This Morning," MSNBC, Bloomberg and ESPN, as well as in the Wall Street Journal, New York Times and USA Today. There are reasons certain teams win consistently, whereas others come up short... and Ross explains why. Inspired by the "Good to Great" concept of how the best companies are able to separate themselves from the rest of the pack through dynamic leadership, by creating a culture of excellence, by developing deeper relationships, and by giving extraordinary customer service — Ross' program is all about winning... with integrity.