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

**Presenter:** Ross Bernstein

**Date:** Wednesday, September 21, 2022

**Time:** 1:00-2:00 PM

**Location:** Bavaria Downs | 3919 Bavaria Rd, Chaska, MN 55318

**CE Credits:** This educational offering is APPROVED by the Minnesota Commissioner of Commerce as satisfying 1.0-hour of Standard classroom credit toward continuing insurance education requirements for each hour attended.  
CFP: 1.0-hour Standard credit PENDING  
CLE: 1.0-hour Standard credit PENDING  
A certificate of attendance is available for individuals requesting CPE and PRP (Professional Recertification Program – formerly PACE) credits.

**Who Should Attend:** Estate planners, financial planners, investment advisors, insurance producers, retirement counselors, CPAs and JDs

**Level of Complexity:** Overview

### **Course Description**

Ross' program is all about the DNA of what makes champions in sports so unique and how that relates to business. It's based on a series of books he wrote in which he was able to interview more than 1,000 professional athletes and coaches that all had one thing in common — they were all members of championship teams. In his research he concluded that the same metrics and characteristics that were common among champions in sports, were also common among peak performers in business. There are

reasons certain teams win consistently, whereas others don't... and Ross explains why. It's based largely on the "Good to Great" concept of how the best companies are able to separate themselves from the rest of the pack through servant leadership, by creating a culture of excellence, by developing deeper relationships, and by giving extraordinary customer service. Ross weaves sports stories, about the DNA of champions, along with stories of companies who he has worked with around the world — and shares best practice ideas on ways to overcome disruption, while ultimately building stronger relationships. At the core of his message is the simple fact that we like to do business with people who we trust, who we like, and who just “get it” — CHAMPIONS

**Learning Objectives:** Ross will use inspirational stories and poignant life lessons from the world of sports to show attendees how to:

- Create a “culture of excellence” by giving extraordinary customer service
- Generate momentum by utilizing the “currency of karma”
- Follow their moral compasses to win “the right way,” with respect, ethics, and integrity
- Be better leaders and create more “buy-in” by embracing change and failure
- Evolve from “order takers” to “trusted partners” by enhancing the quality of their relationships

### **Outline**

I.	Introduction	5 minutes
II.	Champions are “internally driven” to succeed	10 minutes
	a. What is it that drives you to succeed?	
	b. What are the differentiators that separate you from everybody else?	
	c. How do we create a “culture of excellence” by giving extraordinary customer service?	
III.	Champions make sacrifices to help their teams “swing the momentum”	10 minutes
IV.	Champions know that there is a fine line between “cheating and gamesmanship”	10 minutes
	a. Where’s your line? How do you react when you feel cheated?	
	b. Follow a moral compass to win "the right way," with respect and integrity -- no shortcuts	
V.	Champions can elevate from “ordinary to extraordinary” <sup>[SEP]</sup>	10 minutes
VI.	What do you leave behind both personally as well as professionally?	10 minutes
	d. Are you having enough fun? The work-life balance is key for long term success	
	e. Evolve from "order takers" to "trusted partners" by enhancing the quality of their relationships	
	Q&A – wrap-up	10 minutes
	Total Time: 60 Minutes	

### **Instructional Materials for Registered Attendees:**

Handouts, if any, will be included in the handout tab at [Finaroo.org](http://Finaroo.org)

**Examination & Answers:** No exam