

**IN PRO SPORTS  
COMPETING  
ISN'T ENOUGH.**

**YOU NEED TO  
DOMINATE,  
THEY SAY.**

WHY DON'T WE  
HAVE THAT  
ATTITUDE IN  
BUSINESS?

WE TALK ABOUT  
COMPETITIVE ADVANTAGE  
BUT WHY DON'T WE SPEAK  
ABOUT OUR INDUSTRY  
DOMINATION ADVANTAGE?

PERHAPS WE ARE SCARED  
BECAUSE IT SOUNDS TOO  
AGGRESSIVE OR PERHAPS WE  
DON'T KNOW HOW TO  
ACHIEVE IT?

BUT DOMINATE DOES NOT  
MEAN AGGRESSION. IT  
MEANS EXCELLENCE.

IN ALL THAT WE DO.

IS YOUR ORGANIZATION  
EXCELLENT IN ALL  
THAT IT DOES?

IT CANNOT JUST BE IN  
ONE THING OR TWO  
THINGS BUT **ALL THINGS.**

# WHAT IT TAKES TO BE EXCELLENT IN ALL THINGS:

LEADERSHIP  
VISION  
PASSION  
VALUES  
RESOURCES  
TEAMWORK  
DETERMINATION  
COURAGE  
HARD WORK  
SACRIFICE



AS AN OLYMPIC LEVEL ATHLETE  
I KNEW WHAT IT TOOK TO BE  
DOMINANT IN ALL THINGS.

AND I ALSO KNOW THE AMAZING  
JOY, REWARD AND SATISFACTION  
THAT LEVEL OF **FOCUS** AND  
**DETERMINATION** BRINGS

**REMEMBER**

**THE ENEMY OF GREAT IS  
GOOD ENOUGH**

**DO YOU HAVE WHAT IT TAKES, TODAY?**



**LET'S DO SOMETHING AWESOME TOGETHER**

# Disrupt Your Limits.®

## NOTHING TO LOSE. EVERYTHING TO GAIN.

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