



Praise for *World-Class Performance*

"*World-Class Performance* is a Gold medal achievement, reminding us of the unique, sometimes amazing, and often untapped potential that resides in everyone."

—Joseph G. Cutcliffe, PhD

Founder, Cutcliffe Consulting Group

Key member of Technical Advisory Committee on Testing (TACT) for the State of California
and the Advisory Council of the California School of Professional Psychology

"Michael Winston cares very much about leaders who care, and how that caring translates into transformational change in an organization. In *World-Class Performance*, he sheds new and needed light in this arena. This is a big, intelligent work in a small, digestible package. Bravo!"

—David Allen

Best-selling Author, *Getting Things Done: the Art of Stress-Free Productivity*

"BRAVO!! BRAVO!! APPLAUSE!!! APPLAUSE!!! A great work by a great man!! I am honored to endorse such a very fine piece of work. Michael Winston has given us an original take on the leadership prescription for the ages. A must-read for current and emerging leaders. I look forward to gifting my clients and friends with this book come the New Year."

—James Belasco

Founder of San Diego State University's Management Development Center

Co-Founder of the Financial Times Knowledge Dialogue

International bestselling author and a leading authority in change leadership

WORLD-CLASS PERFORMANCE

THE COMMITMENT: THE PURSUIT: THE ACHIEVEMENT

MICHAEL G. WINSTON



Praise for *World-Class Performance*

"The book *World-Class Performance* by Michael Winston is a must-read for everyone in business and government. Michael addresses all of the key elements in building world-class organizations. Leadership through vision and strategy. Setting reach-out goals. Hire the best and the brightest. These are part of many focused strategies necessary to build a world-class organization. Michael's ability to focus on issues so important to all companies and bring his point home is amazing!"

—Mort Topfer

Chairman of the Board, Castletop Capital, LLC
Former Vice-Chairman of the Board, Dell, Inc.

Former Corporate Executive Vice President and Sector President of Motorola, Inc.

"From his deep roots in designing and delivering world-class corporate leadership development programs, Michael Winston has created a masterpiece book that covers both the principles and practices of high performance in the context of any competitive arena—an Olympic achievement worthy of a Gold medal!"

—Ken Shelton

Founding editor/publisher, *Leadership Excellence*, 1984–2014
Key Writer of *7 Habits of Highly Effective People*, an all-time bestseller
(over 20 million copies sold in 38 languages worldwide)

"Winston captures the spirit of the Olympics and demonstrates how that spirit can lead to lessons learned that may apply in modern organizations. He masterfully transfers insights from Olympic heroes into daily management actions. His examples elegantly reveal how world class performance can occur in both the Olympics and in organizations."

—Dave Ulrich

Professor, Ross School of Business, University of Michigan
Partner, the RBL Group
Ranked #1 most influential person in HR by *HR Magazine*

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“There are no bad businesses; just management teams through lack of vision and leadership that fail to exploit the opportunity that lies before them. Walmart thrived while Sears failed. The difference was leadership. Michael uses the background of the Olympics to tease out what differentiates the best from the rest. It’s not just a book; it’s a potentially life-changing experience.”

—John E. Major

President of MTSG and advisor of Northwater Capital and Brainlike, Inc.

Former Chief Executive Officer of Novatel Wireless Inc.

Former Chief Executive Officer, Corporate Executive Vice President of Qualcomm, Inc.

“Talented athletes become Olympians when their dedicated daily practice platforms a vision of successful performance. Michael Winston eloquently parallels such sports excellence with the essentials of Heroic Corporate Leadership that always win the race for enduring, transformational change across all businesses and institutions. He reveals the strategies of change that integrate courage, confidence, and commitment into practical tactics for operationalizing a leader’s highest personal Values. This is a fine book filled with focused inspiration. Read it. Learn from it. Use it in your race to the top.”

—Philip Zimbardo, PhD

Author of *The Lucifer Effect*, *The Time Paradox* and *The Time Cure*

Professor Emeritus, Stanford University

Recipient of American Psychological Association Gold Medal for Lifetime Achievement

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“Michael Winston’s new book, *World-Class Performance*, arrives just in time for leaders looking for time-tested strategies that work. With the heart of a storyteller, the mind of a superb organizational strategist and the insight of a master practitioner, Michael has written a powerful and compelling book on leadership. With his passion and perspective, Michael proves to be the quintessential storyteller on leadership and corporate best-practices. This book is a *must-read*.”

—Beverly Kaye

Founder and Chairwoman of Career Systems International, Inc.
International bestselling author and leading authority on workplace performance

“I have had the distinct opportunity of working with Michael Winston for many years and have found his integrity and observational skill to be equal to his high intellect and wisdom. Michael’s book warrants an Olympic Gold Medal.”

—Richard Wintermantel, JD

Consultant, Speaker, and Leadership Team Facilitator.
Retired Executive Officer, Motorola, Inc.

“The best leaders of today exemplify the qualities of our present day Olympians. They each represent our hopes and dreams. They inspire us to new heights, to execute faster and be strong in our resolve. Michael Winston connects the traits necessary for Olympic calibre leaders to climb their own Gold medal podium.”

—Vince Poscente

Olympic Skier, went an incredible 135 mph
Two-time national champion; five-time national speed champion
New York Times bestselling author of *The Age of Speed*

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“Over the years, I have personally experienced Michael’s own unbridled enthusiasm for leadership excellence and his ability to inspire leaders to embrace the essence of change. As a leader, I have moved from the corporate to community service environment, which requires the same relentless pursuit of leadership excellence described herein...with the added challenge of engaging an entire community in building support for a worthy cause. I thank Michael for his wisdom and continual encouragement to always have compassion and commitment for what I do. I thank Michael for compiling this roadmap for leadership success and sharing it with us—like an award-winning fine wine, chock full of a hugely successful combination of grapes and techniques, for all of us to imbibe.”

—Suzanne Browning

Executive Director, Kemple Memorial Children’s Dental Clinic
Retired after thirty-five-year career as senior executive with The Boeing Company/McDonnell Douglas (1965–2000)

“In many cases, an Olympic Athlete’s entire performance and the results of their work are calculated in just a few short minutes. *World-Class Performance* outlines the strong correlation between Olympians and the business world, including the skills and traits needed to succeed. Even more compelling, Michael Winston astutely enlightens us that the most crucial distinctions of an Olympian are often the very same things that are overlooked in business. He reminds us that skills alone are not enough to win, and how crucial it is to focus on the key principles and preparation for the short race and planning for the many ones that will follow.”

—Michael Morelli

Former executive, Eastman Kodak Company

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“Michael Winston has seen the destruction caused by dishonest and selfish leaders. His own courage and honesty are legendary. He has written a great book about what it really takes to build a great company and a great career. With numerous examples, *World-Class Performance* shows us that leadership excellence is not about posturing and promotion, it’s about honesty and willingness to balance commitment to vision with willingness to hear dissent. It’s about serving others while demanding more of yourself. I am a better leader for having read it.”

—Gifford Pinchot

President, Bainbridge Graduate Institute
American entrepreneur, noted bestselling author
Co-founder of the Bainbridge Graduate Institute

“I worked with Michael Winston many times during his years at Motorola. He is a champion at developing leaders and a winning culture. In *World-Class Performance*, you will find the parallels among the examples of Gold medal-winning athletes and great business success stories.”

—Peter Vidmar

Olympic Champion
Chairman of the Board of USA Gymnastics

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