



Biography

Robert Evangelista

Robert Evangelista is President of The Business of Winning, LLC. The company is a content publisher and producer of programs in Leadership Development, Team Building, Performance Coaching, Managerial Excellence and Motivation. Fortune 50 companies and small business alike have benefited by the company's programs throughout the world, as far away as Singapore.

Previously, Evangelista enjoyed a 19 year career with General Motors, at one point, becoming one of the youngest promoted to Business Unit Manager in the history of GM. He attributes much of his professional success to the lessons he learned as a volunteer head coach of the Detroit Rockies, an amateur hockey team from inner city Detroit. That group of teenagers achieved national attention when they became the only all-black hockey team at their level in the history of the sport, winning the Can/Am Challenge tournament in Lake Placid, NY.

His critically acclaimed book, *The Business of Winning: A Manager's Guide to Building a Championship at Work* is the result of his accomplishments with both sports and work teams, and his research of top coaches worldwide. This unique book provides real-life examples from the world of sports and business to guide managers to build their own winning teams. The *International Society for Performance Improvement* gave it an **Award of Excellence**, and the book was runner-up for 2001 **Business Book of the Year** (*Independent Publisher*).

At the Business of Winning, Robert has made it his business to study the winner's circle –the elite achievers in athletics, the corporate arena, science and the arts. His research has culled lessons across a broad spectrum of fields to uncover the methodology, the mindset and the qualities that lead to greatness. He has worked with/studied such leaders as Hall of Fame coaches **Bill Walsh, Pat Riley, Scotty Bowman, Bo Schembechler, Mike Krzyzewski, Orchestral Conductor Neeme Jarvi**, Cheesecake Factory CEO **David Overton**, Singapore President **Lee Kuan Yew**, and many others. Over time, The Business of Winning has used its research to develop a proven, proprietary methodology that helps individuals, teams and entire organizations drive real results.

Robert brings his resourceful approach to his speaking presentations. His engaging and thought provoking ideas will inspire managers at all levels to forge their own championship teams. He believes in returning success to the community, being active in charitable causes, and encourages others to give back to their communities, as well. Robert has been named one of Michigan's Top 100 Emerging Business Leaders by the Detroit Regional Chamber of Commerce.

His techniques, experience and publications have been featured in newspapers, ranging from Investor's Business Daily to the Singapore Strait Times. *The Business of Winning: A Manager's Guide to Building a Championship Team at Work* has been featured in all media, including the cover of *Publishers Weekly* magazine.

Robert resides in Grosse Pointe Woods, MI with his wife Susan and stepdaughter Sarah. Robert can be contacted through www.businessofwinning.com

Awards:

International Society for Performance Improvement – 2002 Award of Excellence. *The Business of Winning* received this prestigious award for its significant contribution to the improvement of workforce performance.

Independent Publishers Magazine – 2002 Business Book of the Year Award. *The Business of Winning* receives 1st Runner-up against all books published by University and independent presses.

Kettering University – 2002 Robert Evangelista was named **Entrepreneur of the Year** due to the success of his book, associated seminar and planned Leadership Symposium.

Michigan's Top 100 Emerging Business Leaders – 2003 - Detroit Regional Chamber of Commerce, the country's largest, with over 20,000 member companies.

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For more information on The Business of Winning, please visit:
<http://www.businessofwinning.com/>

For information, excerpts or ordering information for *The Business of Winning: A Manager's Guide to Building a Championship Team at Work*, please visit:
http://www.businessofwinning.com/team_building_book.html

For video highlights of Robert Evangelista and other leaders, please visit:
http://www.businessofwinning.com/resources_main.php