



Win by playing the smarter game with a better team

"Novice skiers on steep, slippery slopes, fear that gravity will pull them down the mountain to their doom. Expert skiers see gravity as their best friend. As we befriend that which we fear, the force we dread creates the momentum we crave." ~ Barry Moniak



A "better team" faces, embraces and befriends fear. Businesses that befriend the fear of hard challenges, become exemplary, iconic. These winning organizations are driven by the "befriend fear" mindset.

Innovative leaders recognize team members' prejudices and respect their feelings as they transform their fears; indeed, they *value* the differences that make each unique and indispensable. They build team trust, an essential component of a profitable, synergistic culture. Their team players are not afraid of losing their personal autonomy to the team.

These innovative front-runners have *personal* power, not just position power. They create mutually reliant, profitable teams that produce *better*, not just *more*.

Barry Moniak has been a practicing business consultant for 20 years. In his deeply insightful and entertaining presentations, you Experience delightful personal experiences and profound professional discovery.

There are speakers who consult and consultants who speak. Barry is both. His experience and expertise come to life on the platform in customized keynote and breakout presentations that create amazing events.

This is the *End In Mind* we have for you.

