

Dr. Bob Kriegel

Dr. Kriegel is a NY Times bestselling author who US News and World Report called one of the country's leading authorities in the field of change and human performance. He has been a commentator on NPR's Marketplace program and done two specials for PBS. Bob has also taught at Stanford's Executive Management Program and been a major accounts executive at Young & Rubicam Advertising.

A former All-American swimmer, Dr. Kriegel was the cofounder of the country's first sports psychology institute and has been a mental coach for Olympic and pro teams. The New York Times said his work "spurred a revolution in performance practices."

His books include the international best sellers **Inner Skiing**, **If it ain't broke...BREAK IT!** and the Business Week best seller, **Sacred Cows Make the Best Burgers**. His most recent books are **Performance Under Pressure** and **How to Succeed in Business Without Working so Damn Hard!**

Please join me in welcoming Dr. Bob Kriegel