



How to Create a World-Beating Organisation

Central London 5th December

To really Succeed in Sport, Business, or your Personal Life, you need to “Think Like A Winner!”



Yehuda Shinar

Yehuda Shinar, the Israeli guru who developed the Winning methodology is being interviewed by Bob Harvey, former UK Public Speaking Champion in London on Wednesday 5th December.

Bob will talk to Yehuda about the development of the Winning methodology, and how it is being applied successfully today in a number of UK organisations. During the interview, Yehuda will disclose the 12 Winning Behaviours that all successful Winners exhibit, and explain how they can be taught and refined.

Shinar’s book “Think Like a Winner” has just been published by Ebury and a Winning Game has been developed as a tool to analyse, develop and hone Winning skills. Over time it gives users the same mental model and equips them with the same set of strategies for Winning used by professional executives, athletes, fighter pilots and other high pressure, success oriented occupations. Following his success with the England World Cup rugby team in 2003, Shinar has successfully implemented Winning into a number of UK organisations and businesses, including; Blackburn Rovers FC, Royal Bank of Scotland, Scottish Institute of Sport Foundation, and Capital Radio.



Bob Harvey

Shinar will be joined on the platform by clients from the sporting and business fields who have applied Winning in their own organisations for a Question & Answer session, and there will be a demonstration of the Winning Game, together with an opportunity to try it for yourself.

Winning can make a real difference to you and your people

“The insight and experience that Yehuda brought to the team has meant that my management team think and act better when they are under pressure. Their results since the series of Winning seminars have improved dramatically and I see the principles taught as a key aspect to this ”

- Paul Fox, Regional Operations Manager, Royal Bank of Scotland.

“He’s not a business guru, consultant, motivator, performance director, or a psychologist, but there are elements of all of these”

- Graham Watson, Scottish Institute of Sport Foundation

“Working with Yehuda has been an extremely challenging and rewarding experience. I can see that his approach and methods can benefit many sectors of our society not only in Sport.”

- Bob Easson, Coach for Scotland’s Rugby Sevens team

"Yuda's Winning model and method is not complicated; it uses simple thinking techniques available to all, and importantly, these can be practised and improved. The real success of his method is demonstrated by the fact that after each session with Yuda, our performance as a team has improved measurably."

- Kevin Dobbie, National Westminster Bank

Places at this event are priced at £225.00+VAT per delegate, including lunch and refreshments, with discounts for block and early bookings.

Call Karen on 015395 30671 or email karen@athene.org.uk to secure your place at what will be the most inspirational meeting you will attend this year