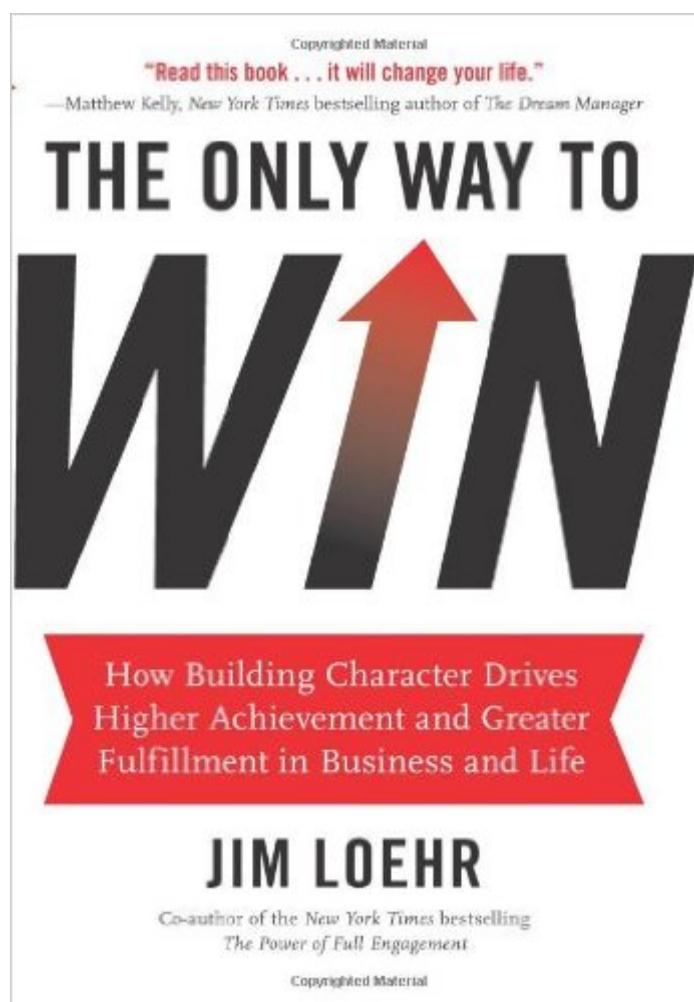


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# The Only Way To Win: How Building Character Drives Higher Achievement And Greater Fulfillment In Business And Life



## Synopsis

Why Winning with Character Is the Only Way to Win The conditioning begins early in our lives. Great achievements will bring lasting happiness and fulfillment; great achievements form the bedrock of stable self-esteem and strong character; great achievements will become the foundation for a successful life. If these well-intentioned promises are true, why does winning never seem to be enough? In *The Only Way to Win*, Jim Loehr draws upon two decades of work with Fortune 500 executives; world-class athletes such as Monica Seles, Dan Jansen, and Eric Lindros; and other high achievers at the Human Performance Institute (HPI) to reveal surprising insights about achievement motivation. Specifically, Loehr finds that the blind pursuit of external achievement often results in emptiness, addiction, and, ironically, poor performance. It's not really about what you achieve, he argues, it's about who you become as a consequence of the chase. As Loehr powerfully demonstrates, success at work and fulfillment in life require a complete re-purposing of achievement, one where value is derived from growth in areas such as integrity, honesty, gratefulness, humility, optimism, and compassion. To help readers start this process, he provides them with the tools they need to develop these character traits, as well as the plan they need to use them effectively. A compelling, practical, and hopeful read filled with relatable stories and useful exercises, *The Only Way to Win* will serve as a powerful wake-up call for business leaders, employees, teachers, and coaches. It will also provide inspiration for readers looking to perform better, achieve more, and change both their own lives and those of the people they influence. Jim Loehr is a world-renowned performance psychologist, co-founder of the Human Performance Institute, and author of fifteen books, including his most recent, *The Power of Story*. He also co-authored the national bestseller *The Power of Full Engagement*.

## Book Information

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## Customer Reviews

This is an inspiring, yet practical, book. It's about discovering our own values. It's about why a life devoted to them is "the only way to win." It's about how to make that happen before you have finished reading the book. I am a business coach and I will use the powerful questions and scorecard in this book in my coaching starting tomorrow! It is filled with real-life stories that are moving. It also offers practical ways to evaluate and teach yourself and those around you about moral character strengths, performance character strengths, how to tell the difference and why that's important. Sadly, most folks dismiss the discussion of moral values as too idealistic and unrealistic, despite the overwhelming evidence that they are the only enduring legacy anyone ever leaves. Most of us cannot recognize that every daily difficulty is an opportunity to build something of value in our lives. Most of us have no clue that our character really is our destiny. This book should be required reading for every member of Congress, every chief executive officer of a business and every parent. Moral leadership is the strongest kind of all, but the one most missing in our political and business arenas. Teaching moral character to children is the most important parental job, yet the most neglected. Building one's own character is the key to life fulfillment, yet most of us seek happiness everywhere else first. This book is for everyone of us in life who is struggling with great life and death challenges. Really, who isn't? But, there is a strongly worded message in Chapter 10, page 216. It comes from a sign on the hospital door of a seriously wounded Navy SEAL and echos the message of this book.

I've often wondered whether professional athletes, top politicians, A-list actors and highly successful business people can compete in today's ultra-competitive and demanding world while maintaining values and character. Jim Loehr answers the question almost definitively. He argues convincingly that you'll win more often and achieve more if you lead a character-driven life and connect your work and life to a purpose. By winning the right way, you'll feel the satisfaction that eludes winners who achieve only to acquire more, impress others, or earn external acclaim. From the time we're young and trying to make a sports team or gain acceptance into college, we're under tremendous pressure to succeed. The stakes are high, the rewards can be enormous and the

cost of failure is sometimes devastating. Dr. Loehr, points out that "winning is the only thing"™ for too many people. More to the point, he argues that competing vigorously and winning is good, but if we win the wrong way we always lose. "The Only Way to Win" • might be the most important book of the year for anyone who questions what our society has become and wants to achieve to a different, better and more sustainable standard. Loehr reveals that 80 percent of high school and college students admit to cheating to attain higher grades. Worse, most high-level athletes admit that they would not only take performance-enhancing drugs if they could not get caught and would attain their goals by doing so, but they would take those drugs even if it were to cause their certain death in five years. Of course, the depressing fact is that none of this will surprise anyone who follows the news. The best thing about Dr. Loehr's™ book is that it does not preach ethics for goodness sake alone.

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