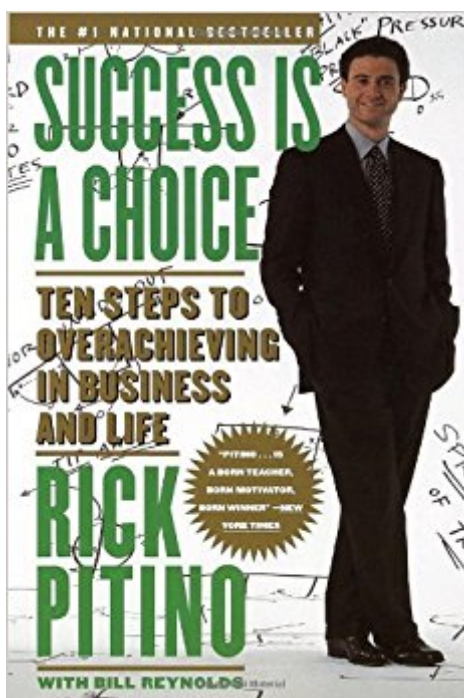


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# Success Is A Choice: Ten Steps To Overachieving In Business And Life



## Synopsis

MAKE RICK PITINO YOUR PERSONAL COACH AND ACHIEVE MORE THAN YOU EVER THOUGHT POSSIBLE. For Rick Pitino, the first coach to bring teams from three different schools to the Final Four, success isn't about shortcuts. Pitino's secret "and the reason he has become both a great coach and one of the most sought-after motivational speakers in the nation" is his strategy of overachievement. Now, in *Success Is a Choice*, he takes the same proven methods that have earned him and his teams legendary status and gives you a ten-step plan of attack that will help you become a winner at anything you set your mind to: Build your self-esteem • Set demanding goals • Always be positive • Establish good habits • Master the art of communication • Learn from good role models • Thrive on pressure • Be ferociously persistent • Learn from adversity • Survive your own success

An inspiring program that is as fun to read as it is practical, *Success Is a Choice* can make the difference between achievement and failure in your own life. So much more than another Armani suit, Pitino has done a job of psychology and salesmanship that should serve as a how-to manual for his profession. "Chicago Sun-Times" Pitino's track record is extraordinary . . . his personal style is also winning. "Time

## Book Information

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## Customer Reviews

Wildly successful hoops coach Rick Pitino takes a time-out from the rigors of the NBA to outline his approach and techniques for motivating individuals. The paperback edition contains an all-new foreword written since Pitino's departure from the Kentucky Wildcats and the 1997 national

championship season. His plan for excellence in all aspects of life, including sports and business, is more than goal achievement; this is the guidebook for goal overachievement! Pitino presents 10 crucial steps for success, drawing examples from his 20-plus years in the basketball trenches to inspire readers.

When Rick Pitino became the coach of the Kentucky Wildcats, he took them from NCAA probation to four spectacular Final Four appearances, including the championship in 1996 and an incredible return to the NCAA Finals in 1997. Under Pitino's leadership, the Wildcats garnered a 70 percent winning record. Now the head coach of the Boston Celtics, Pitino has clearly become a master at molding great players and great teams. What's his secret to success? Pitino's method--and the reason he's both a peerless basketball coach and one of the most sought-after motivational speakers in the country--is built on a strategy of overachievement. He simply doesn't believe in shortcuts. "Success Is a Choice" draws on Pitino's 17 years as a college and professional coach. In a friendly, one-on-one style, using anecdotes from his superstar career to drive home his message, Pitino presents a concrete, 10-point program for achieving success in every aspect of life, including: How to make winning seem inevitable How to achieve things that even you don't think are possible How to subordinate your own ego and individual agenda for the common good How to get people to work as a team How to thrive on pressure How to feel better about yourself--and improve the way you relate to others Pitino's winning techniques appeal to everyone from corporate managers to educators to parents. Based on the same proven methods that have earned him and his teams legendary status, Pitino's plan of attack will help anyone become a winner.

Everything he says in the book makes sense. Then again you can figure out every one of his points by just reading the table of contents. The most enjoyable part was the real life examples that make you feel that anything he says is possible. Like all books you should use the "shopping cart" method knowing you won't agree with everything and that is ok. The stuff you don't like don't put in your "shopping" cart but leave it. The stuff you do like, take it with you and apply it. Book is well organized and easy to read. I'm glad my boss recommended it to me and I'm the farthest thing from a sports fan and still enjoyed it well enough. . . though it seemed pretty basic after reading the table of contents. But I guess we all need a reminder to go back to the basics once in a while.

Years ago, channel surfing in Providence, RI, I came across a TV show hosted by then-unknown Providence College basketball coach Rick Pitino. Expecting to hear a half hour of coach-speak

about winning the next game, I instead saw one of the most intelligent, detailed analyses of basketball strengths and weaknesses that I ever heard in my life. Thinking that anyone this prepared and disciplined could succeed at nearly anything, it was no surprise when he guided a previously obscure team to the Final Four that year. In *Success Is A Choice*, Pitino again succeeds in transcending the standard eat-your-vegetables advice about working hard and succeeding. His ten steps to success are all things you've heard before, but are coupled with the same intelligent analysis and passion that helped Pitino grab his own personal brass rings. His anecdotes from life on the basketball court translate well to the shop floor or the boardroom, and show a depth of understanding human motivation that goes far beyond slogans. This is a guide that will make you hungry to get started doing the hard work it takes to succeed. -- Rich Gallagher, author of *Smile Training Isn't Enough*.

Rick Pitino is a genius at getting the maximum effectiveness from people regardless of obstacles. Having his exact philosophies on my home bookshelf is a joy and provides instant motivation on days where I feel lazy, unmotivated or unfocused. Everyone occasionally needs a jump start and Coach Pitino is a walking kick in the butt. But what's important is that he conveys the "Why's" of his messages, meaning that there is purpose to his ideas and that is what makes you remember each step because they really do provide the framework for deserving success. Lots of people like to think they know everything it takes to be truly successful, but ironically very few of us actually are. This honest, gut-checking book will definitely be a constant reminder and functional compass to make sure any reader is pointed in the right direction. I can't recommend it highly enough. Now I'm going out to get the CD!!!!!!!!!!!!!!

Rick Pitino conveys his ideas succinctly, framed with his personal successes and failures. Like he says, you choose to succeed or fail, and you should only reward yourself when you work hard. I recommend it. Pitino is your coach!

What does this book have what Phil Jackson's and Pat Riley's don't have? Talent, just unspoiled talent. This book deals with the basics, the players who are not stars yet but have the potential to emerge to one. Besides that, it deals with business and not only sports. Especially useful as many of the readers earn their money in business, not in sports. Pitino's gameplan is simple and pure. When you read about it you can instantly apply it to a situation near your work or at home. It also drives you in a motivational way and sucks you into a story teaching about success, not bragging

about it. Definitely the best book written by a coach when you're still in the minor leagues yourself.

As a philosopher Rick is no Marcus Aurelius, but he's good on the psychological aspects of becoming what you want to be -- self-awareness, identifying goals & following through, and addressing the weaknesses of your "game".

Bought this for my son ... a 17 year old basketball player ... WELL, if you have teenagers, you know that you can't put something in front of them and expect them to look at it much less read it. (What was I thinking? Hope springs eternal!!) So I read it!! LOVED it!! And if my son gets to reading it, all the better. But I found it very helpful for me... and I think that is probably as good as it gets!

I can't count how many times I have read/used/referenced this book as a player, co-worker, manager, coach.... Such a great book to have. EVERY ATHLETE SHOULD READ!

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