

Conditioning for Accomplishment

See Steve Werner in the Media

WALL STREET
JOURNAL

Bloomberg
Businessweek

CNN

FOX
NEWS
Channel

BUSINESS
INSIDER

CEOWORLD Magazine

NBC NEWS

CBS
NEWS

Steve Werner walked into his pain, not around it. In 2009, his masterpiece of a company fell apart in the economic decline. And though he was emotionally and spiritually broken, he stayed in the game until the end to ensure he could walk away with his head held high.

Winning is in Steve's DNA and through adversity—his parent's divorce, the end of a 20-year career as a commodities trader at the Chicago Board of Trade, the loss of a business he loved—Steve has made a conscious effort to follow in the footsteps of his entrepreneurial grandfather, great uncles, and father and to improve every day of his life.

Now as a coach, speaker, and author, Steve challenges clients, audiences, and readers to reach for miracles and prepare their minds, bodies, and souls for all the future has to offer.

HEAR FROM STEVE'S AUDIENCES

After reading Steve's book *The Titan* and learning his story, we were just amazed at Steve's insight, foresight and drive to succeed. Steve helped us, challenged us and asked the hard questions that lead us to transition our business and poise ourselves for growth. We then asked Steve to do a "story-telling" presentation for 35 of our key clients - it was a true eye opener for many in the group and the feedback was nothing less than fantastic. Thank you Steve!

David Weinberg and Larry Libman, Weinberg Libman Group of Perl Mortgage, Inc.

"Steve Werner gave a heartfelt keynote to our audience of university students during our innovation weekend. He was captivating and held the interest of students and mentors alike. He is particularly effective telling his entrepreneurial journey, giving us his insights in a warm, authentic way."

Nik Rokop, Industry Assistant Professor of Entrepreneurship at Illinois Institute of Technology

Steve's Success Story

Independent Commodities Trader,
Chicago Board of Trade, 1982-2000.

Owner of Smith Rothchild Financial Company, Chicago's leading provider of Opportunity, Strategy and Capital for local real estate investors. Funded over \$500 million in transactions which translated into thousands of units in affordable housing.

Founding Partner of D.A.W.G.S. (Door and Window Guard Systems), one of two companies worldwide specializing in steel security for vacant property.

Founder of Live To Win Coaching

Certified Professional Coach—
Coach Training Alliance 2009

Husband and father of three

B.S. in Political Science,
Arizona State University

Speaker + Story Teller

Best Selling Author—*The Titan - A Business Parable with Time Travel*

Best Selling Contributing Author—
Going Up: Proven Strategies for Reaching Higher Levels in Business



IDENTIFY YOUR STORY

Steve has walked tough paths and will share his winning formula so you can become *The Titan* of your own story.

TESTIMONIES OF STEVE'S AUDIENCES

Last week my student organization at the University of Wisconsin-Madison School of Business hosted Steve Werner for a presentation. Steve delivered a story about his journey as an entrepreneur that not only inspired our students, but also helped them gain insight into the real life ups and downs of a business man in today's world. Everyone in the organization was engaged, entertained, and touched by Steve's story. Steve's book is essential for any student that is driven to start a businesses one day!

Gabrielle Nixon, Sales and Executive Leadership Club at UW-Madison

"I found his story [as a guest speaker] both honest and compelling. If you have any opportunity to hear Steve speak, I encourage you to do so. His story will teach valuable lessons about entrepreneurship, family and happiness that you can apply to every aspect of your life's journey."

Neal Marcus, Patent Attorney, Chicago and Silicon Valley

"Steve Werner, entrepreneur and author, is a humorous and captivating lecturer. He tells budding entrepreneurs how to survive in an ever-changing marketplace by recognizing trends and opportunities where others don't... Listening to Steve Werner lecture will make you laugh, as well as help you find the path to surviving entrepreneurship."

Donna R. Rockin, Executive Director of the Knapp Entrepreneurship Center at IIT

"Steve Werner understands people at a visceral level but more importantly his life experiences allow him to view the world from a 360 degree perspective which translates into success for anyone lucky enough to spend time with him."

Steve Kaplan, New York Times and Wall Street Journal Bestselling Author, "Bag The Elephant"

CONTACT STEVE TODAY
TO SPEAK AT YOUR NEXT
EVENT OR SEMINAR

Live to Win Coaching is the smartest personal investment you will ever make. You will be trained to believe in your talents and have faith in your ability to persevere through life's ups and downs. You will discover hidden inner strengths you never knew you had.

Contact Steve today to make an investment that will change your life. Steve provides One-on-One coaching sessions and is also available to speak at events and seminars.



**If your audience is
willing to...**

Be a risk taker

Face adversity yet
refuse to quit

Listen

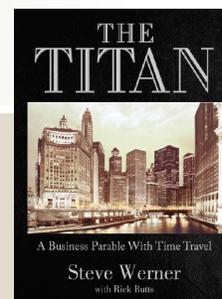
Lead

Change

Push through pain

Understand that fear is not
unique to any one individual—
but can be overcome if faced
with tenacity and courage

Understand that success
coaching is an investment
and able to measure their return
by the changes they are
willing to make



MAKE A LIFE INVESTMENT
TO BECOME A WINNER

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