



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Art Turock

Travels from: Washington

Fee Range: \$10,001 - \$15,000

Art's primary program and upcoming book, *Competent is Not an Option*, deals with an unrecognized need-most organizations do a brilliant job of producing competent contributors but a miserable job of developing consummate professionals. Today's unquestioned talent and leadership development approaches run counter to extensive elite performance research, which emphasizes deliberate practice as the factor that distinguishes experts in any field.

This enormous deficiency in developing talent became evident when Art experienced a confluence of wakeup calls involving ventures into sports, a rare field where deliberate practice is the customary approach to talent development. At age 55, Art took up a new hobby, sprinting, where his deliberate practice regimen enabled him to tap into hidden reserves of physical capacity compete in masters track national meets, and achieve an All American standard time in the indoor 60-meter dash for his age group.

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Most Requested Programs...

- Invent Business Opportunities No One Else Can Imagine
- Change Mastery: Reinventing the Competitive Game
- The Leadership Dilemma: Making the Transition from Too Much Management to the Right Amount of Leadership
- What Great Managers Do to Retain Top Talent and Motivate Peak Performance
- Sustaining Exceptional Performance: Honoring Your Company's Best

