

NATIONAL BEST SELLER

# Competent

Translating the **TALENT  
DEVELOPMENT  
PLAYBOOK** of  
**SportsTeam LockerRooms**  
to launch **GAME  
CHANGER  
STRATEGIES**  
in your **Board Room**



# is Not an option

**A R T  
T U R O C K**

A U T H O R

INVENT **B**USINESS OPPORTUNITIES  
NO ONE ELSE CAN IMAGINE

*.. terrific translation of **S**ports  
practice principles executives can  
apply directly to organization..*

*Oh, and read only if you desire  
**elite performance..***

**KEN  
BLANCHARD**