



Competent is Not an Option: Build an Elite Leadership Team Following the Talent Development Game Plan of Sports Champions

Art Turock

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“How can I develop an elite leadership team when there’s hardly any time to get my real work done?”

This is a universal lament from business leaders in fast-paced organizations... until they apply the unique and time-efficient practices outlined in this book. *Competent is Not an Option* shows you how to adapt the talent development process used by championship sports teams to produce all-star leaders in your business.

What if you could ...

- Compress a year’s worth of leadership development activities into one month?
- Build leadership capabilities every day, even during phone calls, giving presentations, or in breaks between meetings?
- Ignite hidden leadership capacity to achieve goals you’ve given up on or never even contemplated?
- Turn mind-numbing meetings into engaging skill-building sessions?

What sports teams know—about mindset shifts, practice methods, and elite talent development habits—isn’t taught in any business school or corporate training department. Apply the principles in this book and you will develop an elite leadership team who can out-think, out-practice, out-learn, out-innovate, and out-perform your competition.

What Elite Performers say about *Competent is Not an Option*:

“...For any businesses lacking time to develop elite leaders, *Competent is Not an Option* delivers an innovative solution by adapting player development methods from sports. It’s a game-changer.”

-- Billy Beane, VP/General Manager, Oakland A’s

“...Art Turock does a tremendous job of taking the concepts he learned from our coaching clinics and translating them to the business world. *Competent is Not an Option* is a fantastic resource to help develop your talents and maximize your abilities.”

-- Pete Carroll, Head Coach, Super Bowl Champion Seattle Seahawks

“This book is not a collection of sports analogies. You will learn ingenious ways to adapt sports team’s talent development practices to systematize the art of performing at the highest level.”

-- Jim Donald, CEO Extended Stay, Past CEO, Starbucks

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