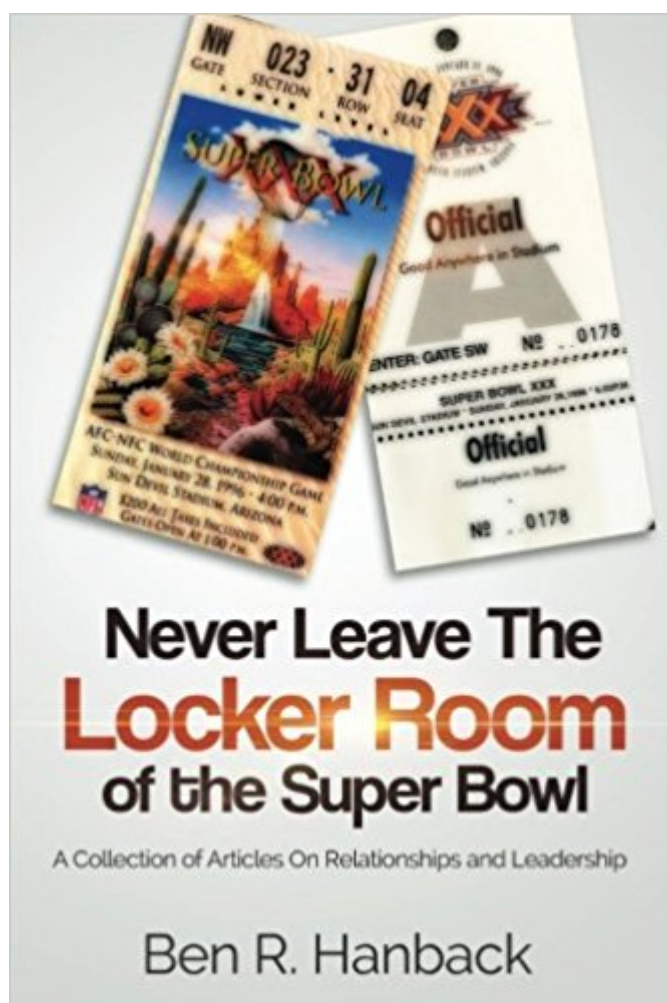


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# Never Leave The Locker Room Of The Super Bowl: A Collection Of Articles On Relationships And Leadership



## Synopsis

#1 BESTSELLER and #1 NEW RELEASE! I'm a storyteller. I love telling stories and I love remembering great times with friends, clients, and family. I've been blessed to have experienced some amazing events and been exposed to some incredible people. I decided to share these life-changing experiences and began to regularly write about the lessons I've learned. This book is a compilation of that writing. I've found that the only way to grow is to learn from the past and regularly take inventory of your experiences. My hope is that you can glean some insight from my stories and they help to make a difference in your life and in your business. With that, I give you one of my favorite memories: In 1996 my friends and I managed to work our way into the Dallas Cowboys locker room after their victory over the Pittsburgh Steelers in Super Bowl XXX. "There we were. High-fiving Deion Sanders, watching Lesley Visser interview Troy Aikman, and at one point, holding the Vince Lombardi trophy. After about 45 minutes we decided to leave, thinking there might be another, better place to be. A party somewhere, maybe? But, after some time, we wound up standing behind Sun Devil Stadium thinking: 'What did we just do? Did we actually just walk out of the Super Bowl locker room?' AGH!" Always enjoy the present moment, don't chase a better time, and never leave the locker room of the Super Bowl. Never.

## Book Information

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## Customer Reviews

"I meet F.O.B.'s just about every night out there on the road. My band and crew know

what an F.O.B. is, and after reading this book, you will too...A Friend Of Ben! "With his endless enthusiasm and generosity, Ben has always been a trusted friend for advice on all matters in life. I was one of the lucky few to receive his column a few days before publication, and each one helped me in some aspect of my life. He's a continued source of inspiration for all that know him and I am excited to see the circle of F.O.B.'s expanding...welcome to the club!" Dierks Bentley, Country Music Superstar "Ben's writings are that of a 21st century sage. Common sense in the business world is rarely packaged in easy-to-consume vignettes and Ben has nailed it! He offers a 'reset' for all professionals who could have the ability to succeed but don't possess all the right tools. Hanback provides the nuts and bolts." John Dwyer, President & CEO Jobs for Tennessee Graduates "I've worked with CEOs, the President of the U.S., pro athletes and entertainers. In any business, relationships are the coin of the realm. Ben Hanback is a 'Relationship Jedi.' He gets that relationships are like The Force...they flow through everything. Read Ben's insights and you can be a master of genuine, life long relationship-building." John Rowley, CEO, Crisis Red Team "While Ben Hanback hasn't played in a Super Bowl, he and his friends found their way in to the locker room in 1996 and lived in a moment few of us have. Ben understands the most basic need of people is to connect and feel connected. Through a series of 'connectable moments' he helps us ask some of the most important questions in our lives like 'what do I owe myself?', 'what do I owe those around me?', 'what do I owe the world?' and 'what are the elements of a life well lived?' Pickup a copy for yourself, your parents, your kids or your boss and connect with them in ways you might not have thought about before." Colby Jubenville, Ph. D. "This book is a gold mine for anyone interested in leadership. The stories not only pulled me in, but inspired me to be better at what I do." Tim Ozgener, President & CEO Oz Arts Nashville "Ben sets the bar high, both in business and community service. He gives selflessly and accepts the responsibility of a leader that builds honest and positive relationships. This collection of articles is a combination his experiences and lessons he learned. Through his lens, Ben encourages us to grow personally and professionally. I'm proud to be an FOB and honored to have had a front row seat as a partner and friend. Now, you have access to Coach Hanback! Beth Torres, CEO, Make-A-Wish Middle Tennessee

Ben R. Hanback has enjoyed a 26-year career in the insurance industry in executive roles with UNOM and Aon and as owner of The Hanback Group. A four-year varsity letterman in track at the

University of Memphis, Ben is a contributor to The Tennessean, writing articles on business and leadership. He has a long time association with the Make-a-Wish Foundation as supporter and volunteer.

This is a fantastic motivator for all coming from Ben - who I know "walks this talk" he documents - EVERYDAY!

Great tips for work and life. Our entire company has enjoyed this practical, entertaining little gem.

Great read!

Invaluable perspective on the importance of relationship building and maintenance in the world we live in today. Truly a must for any business professional.

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