



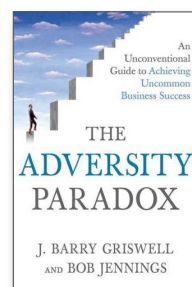
There may never be a more opportune time than right now to address adversity—how to overcome it and to leverage adversity into business success.

Bob Jennings

□ *Coauthor of The Adversity Paradox. How to leverage adversity into incredible success.* □

How to turn adversity like the current economic climate into a success trajectory. Expert on forging personal and organizational challenges into practical business savvy. Presentation offers valuable insights from the experiences of leaders whose skills, resourcefulness and confidence have been tested and proven.

Coauthor, The Adversity Paradox.



Ahead of the Curve

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Highlights

Bob Jennings is the coauthor of *The Adversity Paradox, An Unconventional Guide to Achieving Uncommon Success*. In today's prevailing climate of economic adversity, he offers **inspiration, practical wisdom and deep insight** into how to **turn these challenges into success trajectories**.

The **most valuable business savvy** is earned by those who face adversity and win. It is learned by those who can make adversity their friend.

The author of *The Adversity Paradox* tells the stories of top business executives who have **overcome the greatest challenges** and he translates their achievements into concrete guidance for these trying times.

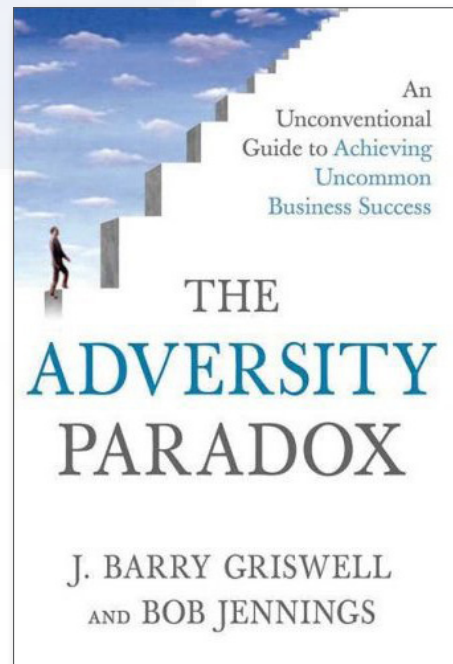
Bob is President of Lean Management Inc. and was COO and then President of EFCO Corp., a world leader in the design and supply of forms for concrete construction, with operations in twelve countries.

Mr. Jennings was influential in taking EFCO from a domestic company of 400 employees to a multinational company of 1200 employees, with new products, acquisitions and international growth.

He holds five patents, has participated in many of the world's largest construction projects, and has been published in various trade magazines.

If you can make adversity your friend, you may find yourself in one of the most powerful and transformative situations that life has to offer.

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• Credentials

- Coauthor, *The Adversity Paradox: An Unconventional Guide to Achieving Uncommon Success*
- President, Lean Management Inc.
- Former president, EFCO
- Board member, Wilian Holding Company and Iowa State University Engineering Advisory Council
- Past board member, Iowa Association of Business and Industry and Greater Des Moines Partnership

Overcoming adversity is the single most significant factor in predicting future success.