



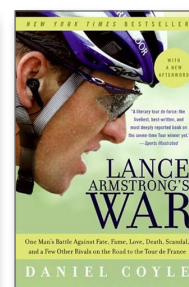
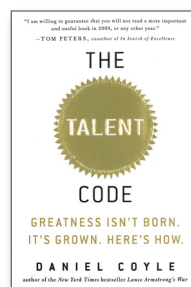
**We treat talent like it's magic. But it isn't magic. There's a mechanism behind it.**

## Daniel Coyle

□ *Groundbreaking ways to grow talent.* □

Author of *The Talent Code*: how the right kinds of practice, coaching and motivation can enhance brain architecture and improve human performance in almost any field. Three books on high performance, including a *New York Times* bestseller and a *Sporting News* book of the year.

Contributing editor, *Outside* magazine.



Ahead of the Curve

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## Highlights

Daniel Coyle is the author of *The Talent Code: Greatness Isn't Born. It's Grown. Here's How, a new way to get really good* at almost anything based on how our brains work. The secret comes down to **the physiology of learning**, or what happens to the architecture of the brain during practice.

In his research for *The Talent Code*, Daniel visited nine **hotbeds of talent** around the world in different fields to find out how they **consistently produce extraordinary performers**. The key, he found, is **the right kinds of practice**, coaching, and motivation, all of which work together to improve the function of the brain.

*The Talent Code* is Daniel's third book on performance.

*Lance Armstrong's War*, a *New York Times* bestseller, chronicles the year Daniel spent following Lance Armstrong when Armstrong won his record-breaking sixth consecutive Tour de France.

*Hardball: A Season in the Projects* was *Sporting News's* book of the year and became the Keanu Reeves movie of the same name. It describes his experiences coaching little league in a Chicago housing project.

Daniel Coyle is a contributing editor at *Outside* magazine and a former Senior Editor. He has been nominated twice for the National Magazine Award and he's been featured in *The Best American Sports Writing*.

He has written for *Sports Illustrated*, *The New York Times*, and *Play*. He has appeared as a guest on *Good Morning America*, *ABC World News Tonight*, *Nightline*, *ESPN*, *CNN*, *All Things Considered*, *Weekend Edition*, *Talk of the Nation*, and many other national programs.

Dan has worked as an adjunct faculty member at Medill School of Journalism, Northwestern University.

***The more an organization embraces the core principles of ignition, deep practice, and master coaching, the more myelin it will build, the more success it will have.***

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## The Talent Code

□ *How to dramatically improve virtually any skill.* □

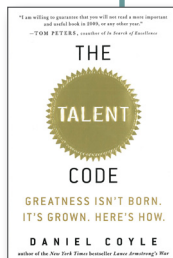
*The talent code is built on revolutionary scientific discoveries involving a neural insulator called myelin, which some neurologists now consider to be the holy grail of acquiring skill.*

What is the secret of talent? In this groundbreaking work, *NYTimes* bestselling author

Daniel Coyle gives parents, coaches, businesspeople and everyone else tools they can use to **maximize potential** in themselves and others.

Drawing on cutting-edge neurology and firsthand research into nine of the world's talent hotbeds, Coyle identifies three key elements for developing your gifts and optimize your performance: deep practice, nurtured passion, and master coaching. These elements work together in your brain to form myelin, a neural substance that adds speed and accuracy to your movements and thoughts. The good news is that myelin can be cultivated and nourished through the right kind of practice.

This presentation will not only change the way you think about talent, but equip you to reach your own highest potential.



## • Credentials

- □ Contributing editor, *Outside* magazine
- □ Adjunct faculty, Medill School of Journalism, Northwestern University
- □ Former Senior Editor, *Outside*
- □ Author, three books of nonfiction and one novel
- □ *Lance Armstrong's War* a *New York Times* bestseller