



### **About the author - Eric Smith**

Eric Smith grew up in the small town of Alma, Michigan where both of his parents worked in public education.

Eric loved sports. He was a 4 sport varsity athlete in football, basketball, baseball and track. Hard work paid off. In 1984, he earned a scholarship to attend Bowling Green State University to play football as a Quarterback.

He describes his college athletic career as being full of ups and downs. "My time playing athletics was typical of what most athletes experience. Full of challenges and adversity. Some highlights and very bright moments filled with a lot of difficult ones as well." Eric claims that the difficult times were every bit as valuable as the good times. "While things didn't always go my way, looking back, I don't think I'd trade my experience for anything. The challenging times really helped shape me and prepare me for navigating the challenges that I've faced in life."

Graduating in 1989, Eric began his business career which took him from financial services to pharmaceutical sales and a 15 year career in real estate.

Along the way, Eric always enjoyed studying leadership, and held several leadership positions in business throughout his career.

Eric coached many of his son's baseball, soccer and basketball teams from 2000 through 2014. It wasn't until Eric was serving as an assistant on his son's high school varsity football team that he had a moment of clarity. He realized that organized sports served as the perfect 'classroom' for teaching life and leadership.

Eric claims that "if you're intentional about it, the experiences that you have in sports can change your life. I never really faced a problem or challenge in life where I couldn't draw a direct correlation to a similar experience that I had while playing sports. Whether it be learning how to deal with success or failure, or connecting and build relationships with others while trying to lead them. It's all the same, whether you're in the board room of business, the locker room of sports or the family room of family life!"

Due to his passion for helping others, in 2015, Eric started the Winning Edge Academy where he teaches athletes how to reach their fullest potential while also helping others do the same by being a great leader.

Eric says “coaches know that leadership is important to success. They can always be heard encouraging their top athletes to be leaders. But they often fall short in teaching them ‘how’ to be leaders. The Winning Edge Academy is about teaching athletes the ‘how to’ of leadership. Leadership is a developed skill. It’s a skill that will not only enable an athlete to reach the best version of themselves but it will elevate their team to a higher level as well. Most importantly, leadership is a *transferable* skill that can transform an individual’s life as well as the lives of those around them.”

Due to his passion for helping others become their best in sports and in life, Eric aligned with one of the world’s leading leadership organizations in 2016 - The John Maxell TEAM as a certified partner, trainer and leadership speaker.

Eric wrote this book to share his knowledge and experience with anyone striving to be their best. He also wrote it as a starting point to connect with athletes, coaches, athletic administrators and parents.

Eric believes that in order to maximize growth in the concepts and strategies taught in this book, you’ve got to do more than just read about them. You have to discuss them, practice them and teach them. If you’d like to do this, consider purchasing The Winning Edge Way ‘companion guide’ for your team or organization so that you can teach these strategies in a structured format through a workshop or master mind group format. The companion guide can be found on Amazon.com or through the Winning Edge Way website: [www.3dcompetitor.com](http://www.3dcompetitor.com). (available fall 2019)

If you’d like Eric to speak to your team or organization about ‘how to reach your fullest potential while elevating those around you’ or to have him host a workshop, please contact him today.

Eric lives outside of Durham, NC with his wife Lisa. He can be reached at [winningedgeleadership@gmail.com](mailto:winningedgeleadership@gmail.com) or by phone 919.414.1774.