'Lance hates losing, but is not afraid of it.' This fearless approach gave Lance the freedom to take the risks required to achieve peak performance and to continue to seek improvement even while at the top of his sport.

--from How Lance Does It

What is the secret to someone like Lance Armstrong’s consistent and phenomenal success? Is it something you’re born with, or is it something that can be acquired, developed, and perfected? Author Brad Kearns observes four success factors in Armstrong that can provide inspiration and direction to help you live like a champion every day.
No magic tricks, silly acronyms, mind games, or gimmicks. How Lance Does It captures the pure essence of Armstrong from every angle, including the secrets for harnessing your own inner strength in every challenge you face, from business to parenting to stress management.

Brad Kearns has a refreshing perspective on peak performance that he captures eloquently in his writing. While being intensely competitive and focused on winning is great, Kearns reminds us that our greatest rewards come when we are motivated by pure love of the experience.

--Lance Armstrong

**Personal Review: How Lance Does It: Put the Success Formula of a Champion into Everything You Do by Brad Kearns**

Brad Kearns has written not only a fascinating book on Lance but also possibly the best text on 'leadership' composed to date. In examining the success criteria around Lance, Kearns has touched on the absolute key elements to anyone's success as a leader - passion, focus, team work, attitude, balance, vision, priorities. Kearns writes with point-of-focus clarity, keeps it simple and brief, but very powerful. This should be required reading of every high school/college student and integrated into every MBA class examining what leaders should be about. Not only is Lance an incredible athlete, he is an exceptional leader who is setting an incomparable example for every person, young and old, athlete or non-athlete. Thanks to Brad Kearns for bringing this amazing story to light in such a meaningful way. This is a MUST READ.

For More 5 Star Customer Reviews and Lowest Price:

[How Lance Does It: Put the Success Formula of a Champion into Everything You Do by Brad Kearns](#)