

# Business Lessons from Formula One

---

How would your business fare if it had to compete in Formula 1? Would your staff, your procedures and your strategies cut the mustard? An environment so competitive that the world's largest car manufacturer, Toyota, spent Billions (that's with a B) of dollars and years of trying yet never made the grade. An environment where your entire company's value is measured each fortnight and the result affects your operating budget.

Now imagine what your company (and you) could gain if you had a chance to spend time inside a range of F-1 teams and learn their secrets.

NZ KEA World Class award winner, long term Formula 1 Neuroscientist, consultant to Olympic Champions and Number 1 best-selling author of *The Winner's Bible*, Dr Kerry Spackman will make a rare appearance in a full 1-day course in Auckland on March 22<sup>nd</sup> where you can work with him directly and learn how those F-1 secrets can be applied to your company and your staff for success



**WHAT:** The Winner's Bible Course

**WHEN:** Saturday MARCH 22nd 2014, 10am - 5pm (Registration / Coffee / Tea starts 9:15am)

**WHERE:** [AUT City Campus](#) - 55 Wellesley Street East, Auckland Central 1010 - Room: WG403

**COST:** NZD 370.00

**[Click here](#) to purchase tickets.**

If you have any queries please contact: [info@winnersbible.com](mailto:info@winnersbible.com)