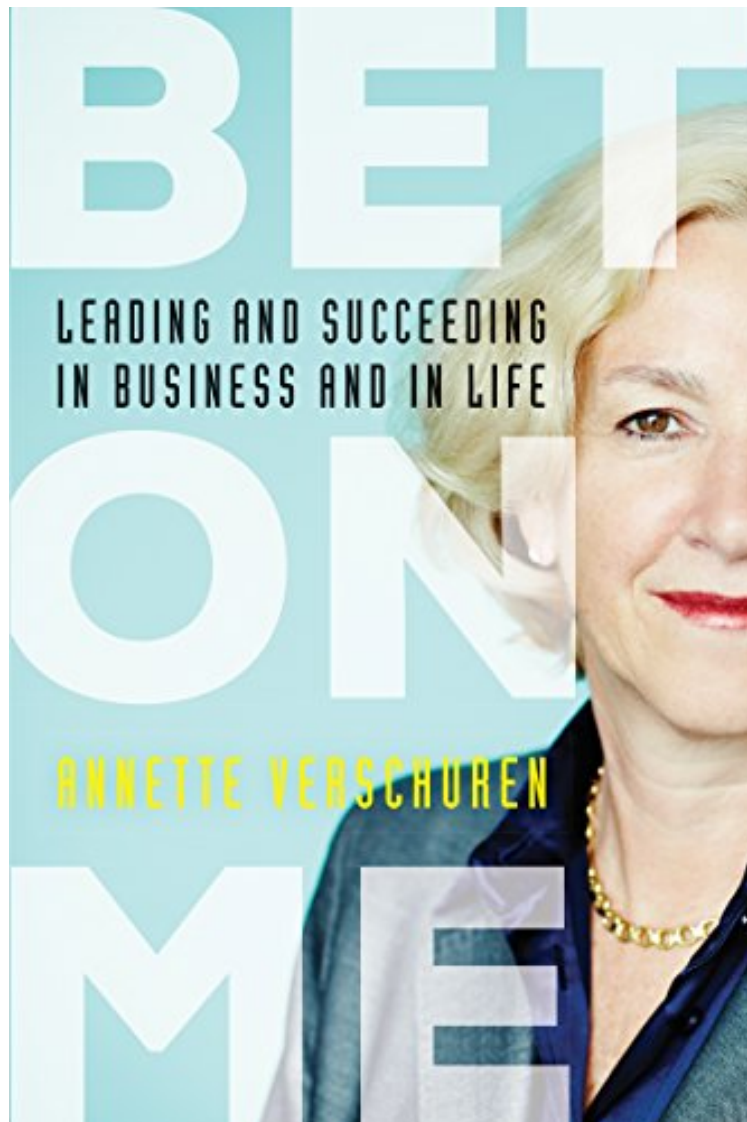


[PDF] Bet On Me: Leading and Succeeding in Business and in Life

Bet On Me: Leading and Succeeding in Business and in Life

Annette Verschuren

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Annette Verschuren : Bet On Me: Leading and Succeeding in Business and in Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bet On Me: Leading and Succeeding in Business and in Life:

Finalist for the National Business Book Award National Bestseller In Bet On Me, leading entrepreneur Annette Verschuren lays out her surprising and inspiring philosophy for what it takes to lead and succeed in today's economy: tenacity, the willingness to embrace risk and an unwavering commitment to remain true to yourself, no

matter how unorthodox you may seem. Drawing on her experiences as a Cape Breton farm girl who went on to lead Home Depot Canada's expansion from 19 to 179 stores, among other business ventures, Verschuren outlines a bold vision that will change the way you approach your work and your business. The book's key message: modern leadership is not about learning skills and techniques in order to become someone else. Rather, leaders achieve breakthrough results when they learn to trust in, listen to and fully be themselves. As vital as *Lean In* and as must-reading as *Good to Great*, this book will change the way you look at business today.

“Annette Verschuren is one of Canada's most successful business leaders, so it's not surprising that this book is an insightful guide into how to build a better business and career. A must-read for anyone that wants some of the secrets to living a fuller life.” (Amanda Lang, Bloomberg Television Canada, and bestselling author of *The Power of Why*) “Annette Verschuren's rags to riches story is as gripping as any of Horatio Alger's vintage heroes. It is a compelling read and a must read for anybody, not necessarily only entrepreneurs, who want to find purpose in life.” (Frank McKenna) “Annette Verschuren is a great Canadian leader.” (The Right Honourable David Johnston, Governor General of Canada) “Annette Verschuren lays out her philosophy for what it takes to lead and succeed in today's economy from having tenacity, to embracing risk and having an unwavering commitment to remain true to yourself.” (Jury Citation for the National Business Book Award) From the Back Cover Longlisted for the national business book award In *Bet On Me*, entrepreneur Annette Verschuren lays out her surprising and inspiring philosophy for what it takes to lead and succeed in today's economy: tenacity, the willingness to embrace risk and an unwavering commitment to remain true to yourself, no matter how unorthodox you may seem. Drawing on her experiences as a Cape Breton farm girl who went on to lead Home Depot Canada's expansion from 19 to 179 stores, among other business ventures, Verschuren's bold vision will change the way you approach your work and your business. *Bet On Me* takes readers on one woman's journey of authentic and transformational leadership. And when it comes to taking the path less travelled, there could be no better guide. The author is donating a portion of the royalties from sales of *Bet On Me* to charities promoting mental health and building a smarter, more caring Canada. About the Author ANNETTE VERSCHUREN was born and raised in Cape Breton, Nova Scotia. Formerly a development officer with the Cape Breton Development Corporation, she has worked with the Canada Development Investment Corporation and Imasco, Ltd., before co-founding Michaels in Canada. Verschuren is well known as the past president of Home Depot in Canada and Asia. She is currently the Chair and CEO of NRStor Inc., an industry leader in the commercialization of energy storage technologies. She lives in Toronto with her husband, Stan Shibinsky. ELEANOR BEATON is an award-winning writer and women's leadership coach. She has written on women's issues, business, entrepreneurship and leadership for *The Huffington Post*, *The Globe and Mail*, *Chatelaine* and *PROFIT* magazine. She is the founder of *Fierce Feminine Leadership*, a leadership development company for emerging women leaders.