



# BUILD-A-BEAR WORKSHOP

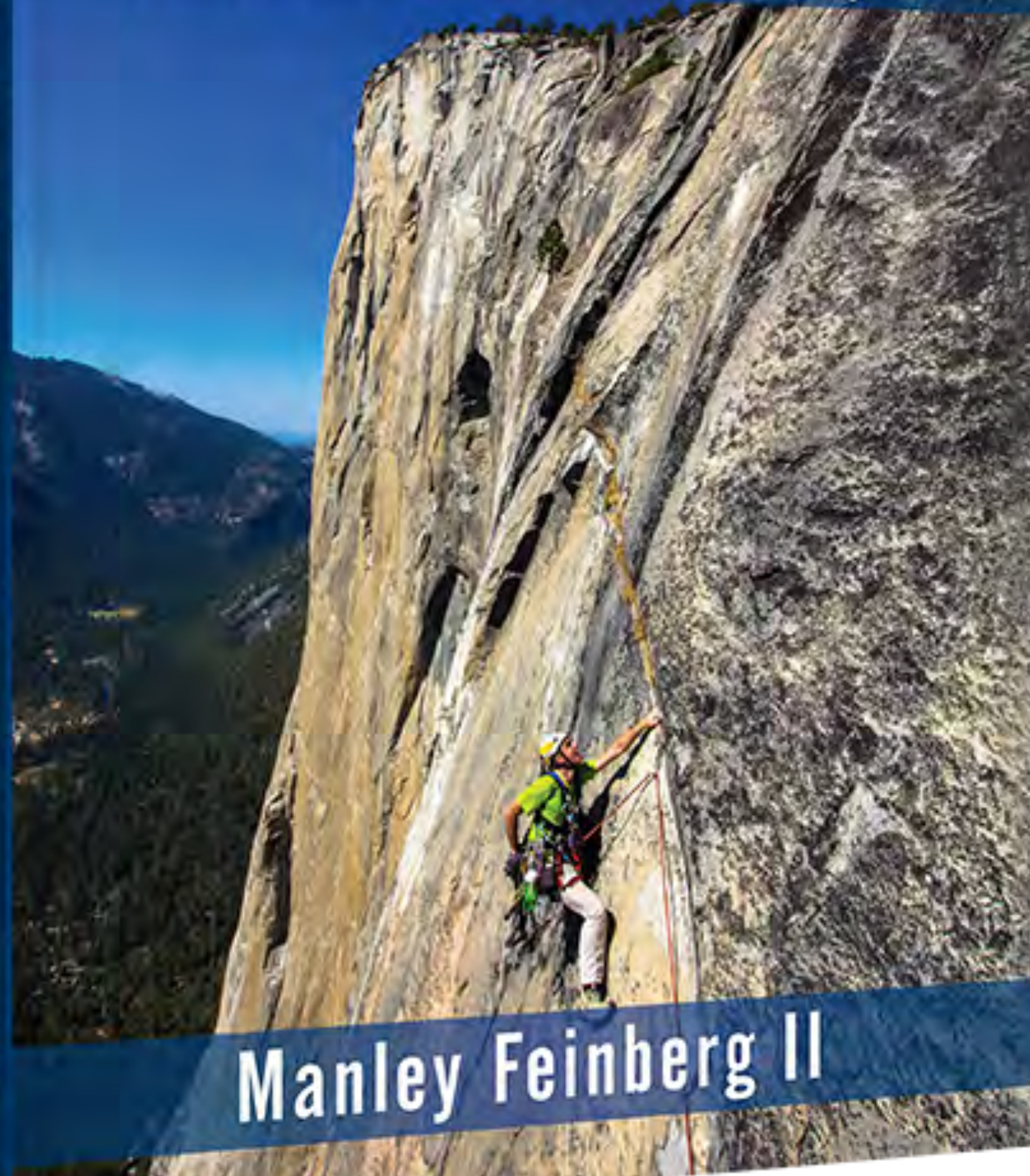


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REACHING YOUR NEXT SUMMIT!

# REACHING YOUR NEXT SUMMIT!

9 Vertical Lessons for Leading with Impact



Manley Feinberg II



Manley Feinberg II



# That's Manley

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# BUILD-A-BEAR WORKSHOP BUILDS LONG-TERM LOYALTY



S M A S





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# I Courage Is Contagious

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El Capitan  
3400'



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St Louis Arch  
630'



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El Capitan  
3400'



Sears Tower | 450'



1450 ft  
Sears Tower  
Chicago

Empire State | 250'



1250 ft  
Empire State Building  
New York

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# 2 Declare Your Current Climb

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3

# Get On Belay



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1 - Who do *I* need  
***On Belay*** today?

2 - Who will  
***I Belay*** today?

3 - ***Get On Belay!***





**3 - *Get On Belay!***

**Acknowledge**



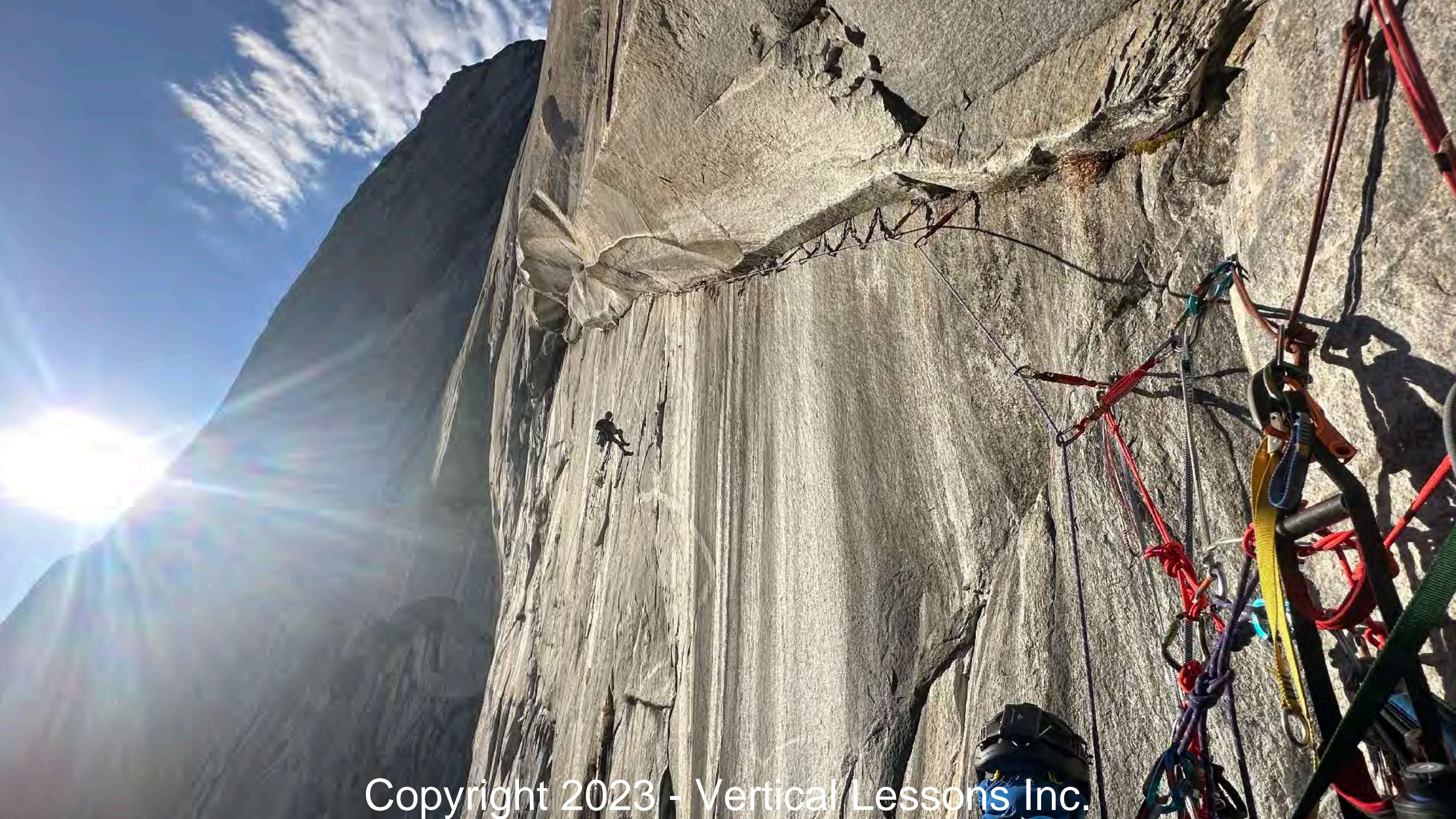
***TXT:***

*“Belay On!*

*I’ll explain later”*



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# 4 Master the Art of the Restart

1 - **Re-call** a *previous* Summit

2 - **Re-examine** - figure out *your next move*

3 - **Re-start** - get on with it

**BEFORE** you are 100%!



# What Do You Need to Restart?

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# Exponential Commitment





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# Exponential TEAM Commitment

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A photograph of two rock climbers on a steep, light-colored rock face. The climber in the foreground is wearing a red t-shirt, yellow pants, a black cap, and sunglasses, smiling at the camera. The climber behind him is wearing a yellow shirt, a white helmet, and blue sunglasses. They are surrounded by a large amount of climbing gear, including ropes, carabiners, and a red bag. The background shows a vast, green, forested valley.

What do  
you need to  
*Exponentially*  
Commit to?

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# 5 Celebrate the Summits



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# Put Others On the Summit First



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# Who Will You Put On the Summit Next?



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# What Do You Need to Exponentially Commit To?

- 1 - Courage is Contagious
- 2 - Declare Your Current Climb
- 3 - Get On Belay
- 4 - Master the Art of the Restart
- 5 - Celebrate the Summits



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