

Embracing Failure: Your Key to Success

ABOUT THE BOOK

International bestseller, *Embracing Failure: Your Key to Success* has been written for individuals and organizations that want a quantum leap in performance. It has received rave reviews from media outlets including *The Small Business Advocate*, *CBS* and *This Morning America's First News*.

Embracing Failure: Your Key to Success offers an effective way to overcome any failure and, so, propel you towards sustained success. The key is to see failure in a different light; a light so unique that it has not been considered before. The light to behold is embracing failure as the acronym **F.A.I.L.U.R.E.**

FRUITFUL AND INFORMATIVE LESSON URGING RENEWED EFFORT.

Facing the taboo subject of failure is a critical part of success. The author's holistic approach combines the spiritual and material components of success to reframe failure as a positive force making success inevitable if the book's advice is followed.

ABOUT THE AUTHOR

Author Lennox Cornwall, a former City of London banker, sales leader and now entrepreneur, speaker and transformational coach, knows what it's like to lose everything and start over. After the devastating failure of his first business, Lennox began to study the science of success, and quickly discovered that all credible sources, writing and speaking on the subject from experience, had themselves failed – at least once! From this, he realized that success, far from being the final nail in the coffin of his own desire for success was, in fact, just the springboard he needed for success. He says that by harnessing the power in failure, we can all transform our relationships, our businesses, our health, and our very lives. In *Embracing Failure: Your Key to Success*, Lennox candidly shares the dark place he visited before rising from the ashes into the light of success. More importantly, he shares exactly how we can do the same for ourselves.

SOME OF THE GREAT BENEFITS OF THE BOOK INCLUDE

- Discovering how to consistently turn challenges into opportunities
- Learning exactly what's holding you back from being the best you
- Developing the courage to finally fulfill that dream
- A great personal development tool
- Improving leadership skills
- It makes a wonderful customer, employee and/or charitable gift

SAMPLE PRAISE FROM INTERVIEW HOSTS

"We have been broadcasting our program since 2012 and yours was one of the most informative ever – great job!"

– **Roy Richards, Middle Age Can Be Your Best Age Show**

"You did a super job, and I know we gave hope to many people with our encouragement."

– **Mary Jane Popp, POPPOFF Radio Show**

SAMPLE OF ENDORSEMENTS FOR EMBRACING FAILURE: YOUR KEY TO SUCCESS

"Success without failure is like a coin with heads and no tails – impossible. In this insightful book, Lennox coaches on how to use apparent failure to achieve your greatest success."

– **Don Marks, CEO Pop-A-Lock, world's largest locksmith franchise**

*"The value of this book is inherent in the title. I highly recommend *Embracing Failure: Your Key to Success*."*

– **Michael Internoscia, Principal, M&M Private Lending Group**

*"I highly recommend *Embracing Failure: Your Key to Success*, not just because it is a great book, but also because my own success has come by persevering through failure. I have made a strength of it, and every week challenge my three teenage boys with the question, 'What did you fail at this week?' It is a great way to build character and prepare them for life. This book will do the same for you."*

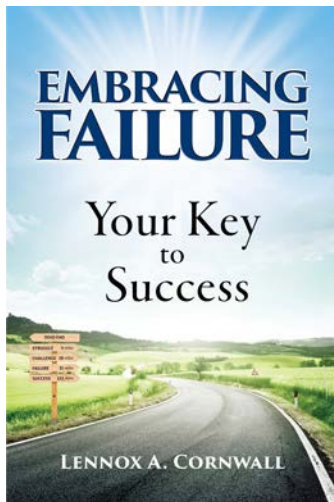
– **Robert Pascuzzi, Partner, Creative Planning Services**

"I love this book. If you cannot embrace failure, you'll probably never enjoy success; it's part of the process."

– **Bob Proctor, Celebrity, The Secret movie, Chairman, PGI**

"Embracing Failure is a vitally important, life-changing book that everyone should read. Refreshing, enlightening and impactful. This book has a lingering effect and long after you read it, you will be reflecting the author's insights and experience positive change in glorious ways."

– **Peggy McColl, entrepreneur & New York Times bestselling author**



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Sample Media Appearances



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