



## THE 7 NON-NEGOTIABLES OF WINNING Tying Soft Traits to Hard Results

David K Williams, CEO & Author



### FISHBOWL IS EXCITED TO SHARE THE NEW BOOK BY OUR CEO DAVID K WILLIAMS:

*The 7 Non-Negotiables of  
Winning: Tying Soft Traits  
to Hard Results*

#### Here is what you will find in the book:

- It is the culmination of a lifetime of Williams' entrepreneurial successes and failures that you can learn from
- Discover the character traits you should cultivate to have an extraordinary career
- Learn how to build a corporate culture in which productivity thrives
- Read inspirational stories from Williams' life detailing how to Fail Up and overcome serious challenges
- Explore new ideas that can change your whole perspective on business and life
- Find ways to break out of labels and boxes people try to put you in
- Participate in fun solo or group activities designed to hone new skills and improve yourself each day

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