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Companies today are struggling to maintain morale while doing more with work with fewer monetary and human resources. This isn't an easy task. Preparing for and completing a marathon is the perfect backdrop for examining the problems and challenges faced by today's business leaders. While all certified marathons are the same distance, the dangers, terrain, altitude, and weather offer unique and varying challenges. You quickly learn that hills build character.

- Running up and down 3,600 steps during the Great Wall Marathon is like managing a 3,600-task project schedule.
- Fighting through the Antarctica Marathon's bitter cold relates to setting realistic project goals and self motivation.
- Encountering predators on Kenya's Lewa SafriCom Marathon course is like managing project risks and mitigation.



[A cheetah on the Kenyan marathon course](#) Whether you're in a high pressured meeting or encountering predators on Kenya's high altitude Lewa SafriCom Marathon course, you must be a fast thinker. You won't have the luxury to conduct research on the internet, call a consultant, or read a book. You must be able to react quickly to make critical decisions with limited information. The manager should weigh the advantages of a short term sprint with finishing in the long run. You must become a marathoner, who successfully uses their knowledge to mentally and physically push towards new limits.

Successful endurance athletes and business managers exhibit the same characteristics to thrive. They manage change by taking calculated risks and gradually expanding their comfort zones. This is how a miler becomes a marathoner and an individual contributor becomes a successful manager. They must incorporate change, manage risk, and motivate people to go up hill at a time when they want to quit. All of this must be achieved in a stressful, challenging business environment.

The presenter implemented a \$12 million IT project for \$2.6 million. He shares his experiences as a corporate IT executive and finisher of over one hundred 26.2-mile marathons to show you methods to lead people using marathon techniques and strategies. He's also one of fewer than 300 people in the world to have completed a marathon on all seven continents, including Antarctica.



You'll learn how to  
Motivate yourself and your team members without a budget.  
Manage stress.  
Manage the negative, victim mentality.  
Embrace fear and risk to move outside your comfort zone.  
Develop leaders and staff members.

### Anthony Reed, CPA, PMP



Mr. Reed is an IT professional with twenty years in management and executive positions for various Fortune 500 companies, governmental entities, and large consulting firms. The responsibilities included managing multi-million dollar departmental budgets and staffing blends of international, multi-generational, multi-cultural employees and consultants.

He's been interviewed on radio and webcast programs and featured in the business, travel, and sports sections of major newspapers and publications across the country. This includes the *PMI Today*, *Dallas Morning News*, *Runner's World*, *Southern Living*, *Ebony*, and the *Journal of Accountancy*. He holds two graduate degrees and two undergraduate degrees. He's also taught collegiate business management courses. He's served on the Board of Directors for the Oracle Applications Users Group (OAUG), Ft. Worth's Jubilee Theatre, the Dallas White Rock Marathon, and various local and international not-for-profit organizations.

He has spoken at national and international business conferences. This includes over 30 PMI chapters. He has five books and over 50 articles published. The articles have appeared in *ComputerWorld*, *Datamation*, *Career Focus*, and *Runner's World* magazines. His book, entitled Finding the I in TEAM: Better Team Building Through Individual Building, focuses on building stronger team members. His latest book is Running to Leadership: What Finishing 100+ Marathons on All Seven Continents Teaches Us About Success.

As a Certified Running Coach, he completed 125 marathons (26.2 miles/42.2K). He's one of about 50 people in the world, who completed the marathon hat trick. He completed (1) over 100 marathons on (2) all seven continents and (3) in 50 States. This included the frigid Antarctica, Kenya's dangerous Lewa SafriCom, and China's Great Wall Marathons. Subsequently, his journeys were chronicled in his book, Running Shoes Are Cheaper Than Insulin: Marathon Adventures On All Seven Continents.