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**The Business Elevation Show with Chris Cooper - Be More. Achieve More**  
**Friday at 8 AM Pacific**  
**June 24th 2022: The Long Win: The search for a better way to succeed**

What truly is winning? Do you still win if you come second in the world, or have you lost? What if you come last or experience a business failure though learn lessons that last a lifetime? Is that a loss or winning in disguise? My guest Dr Cath Bishop is an Olympian, former diplomat, business coach and consultant, and author of 'The Long Win', listed in the FT's Top 10 Business Books 2020. She competed in rowing at 3 Olympic Games, winning World Championships gold in 2003 and Olympic silver in Athens 2004. As a diplomat for the British Foreign Office for 12 years, Cath specialized in pol

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#### Featured Guest



##### Cath Bishop

Dr Cath Bishop is an Olympian, former diplomat, business coach and consultant, and author of 'The Long Win', listed in the FT's Top 10 Business Books 2020. She competed in rowing at 3 Olympic Games, winning World Championships gold in 2003 and Olympic silver in Athens 2004. As a diplomat for the British Foreign Office for 12 years, Cath specialized in policy and negotiations on conflict issues, with postings to Bosnia and Iraq. Cath now works as a leadership consultant, executive coach, facilitator and author, and teaches on Executive Education programmes at the Judge Business School, Cambridge University as well as a regular speaker at Imperial College Business School and a Visiting Profes

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