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**August 7th 2013: Be The Best At What Matters  
Most: The Only Strategy You'll Ever Need**

Leading performance expert, Joe Calloway, and I discuss the principles from his newest book, Be The Best At What Matters Most: The Only Strategy You'll Ever Need. We live in a time when people can become obsessed with being different just for the sake of being different, we stop focusing on creating true value. We can get caught in the trap of MORE. But success and fulfillment don't come to those who try and do everything; they come to those who do the most important things. Joe believes a focus on quality, consistency, and relentless improvement is the only strategy you'll ever need. The real

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### Featured Guest



#### Joe Calloway

Joe Calloway is a leading performance expert who helps great companies get even better. With a focus on what truly matters, he inspires constant improvement and immediate action. Joe has been a business author, coach, and speaker for 30 years.

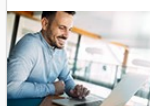
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