

Jeff Haden is a highly diverse writer and cycling enthusiast. He is a contributing editor for Inc. Magazine and is the most-read columnist with an average of 1.7 million readers a month. Jeff is a LinkedIn influencer with over 950,000+ followers and appears on a list that includes Bill Gates, Richard Branson, and Justin Trudeau. He is the author of the bestselling book, *The Motivation Myth: How High Achievers Really Set Themselves Up to Win*.

Prior to becoming a writer, Jeff worked in manufacturing. He started as an entry-level factory worker at R. R. Donnelley, world's largest commercial printers. He worked his way up through the ranks, held a variety of leadership positions (including operations, customer service, scheduling, HR) and eventually became a plant manager. He has an extensive business background; in short, he doesn't just write about management/leadership/entrepreneurship, he's also done it.

Jeff accomplished some unusual personal goals. He rode a 102-mile, four-mountain, 11,000 feet of climbing Gran Fondo (cycling event) with only 4 months of training. He had a heart attack the spring of the next year and rode it again that fall. He also did 100,000 pushups and 50,000 sit-ups in a year. He likes to do famous people's workouts and then write about them!