

TIM IRWIN, PH.D.

FOREWORD BY STEVE REINEMUND
CHAIRMAN AND CEO, PEPSICO

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ASSESSMENT
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INSIDE

RUN WITH THE BULLS

WITHOUT GETTING TRAMPLED

THE QUALITIES YOU NEED TO STAY OUT OF
HARM'S WAY AND THRIVE AT WORK

A PDF COMPANION TO THE AUDIOBOOK

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RUN TO WIN



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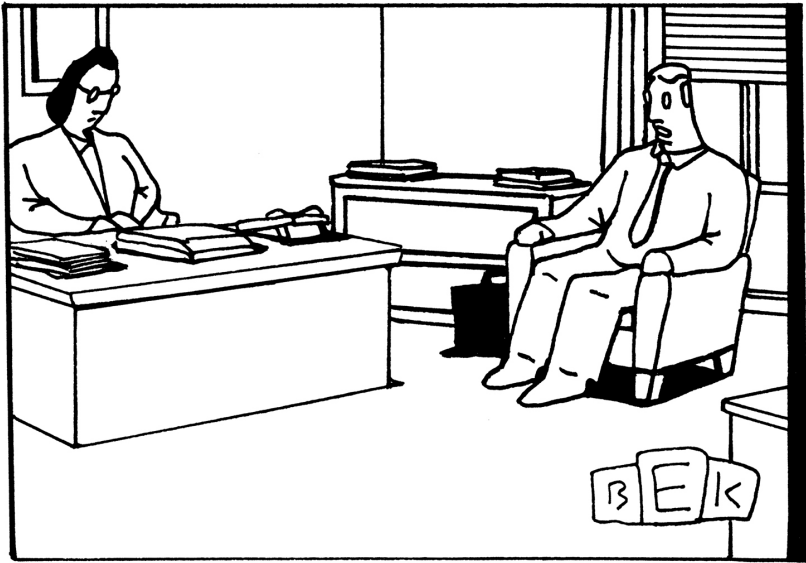
"My question is: Are we making an impact?"



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"Mr. and Mrs. Stephen McCarter James request the honor of your presence at the marriage of their daughter, Deirdre Belknap, to her job."

THE ARENA



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"I'm looking for a position where I can slowly lose sight of what I originally set out to do with my life, with benefits."

RUN BY THE RULES

INTEGRITY SCENARIOS

Clearly
Wrong

1

Probably
Wrong

2

Gray

3

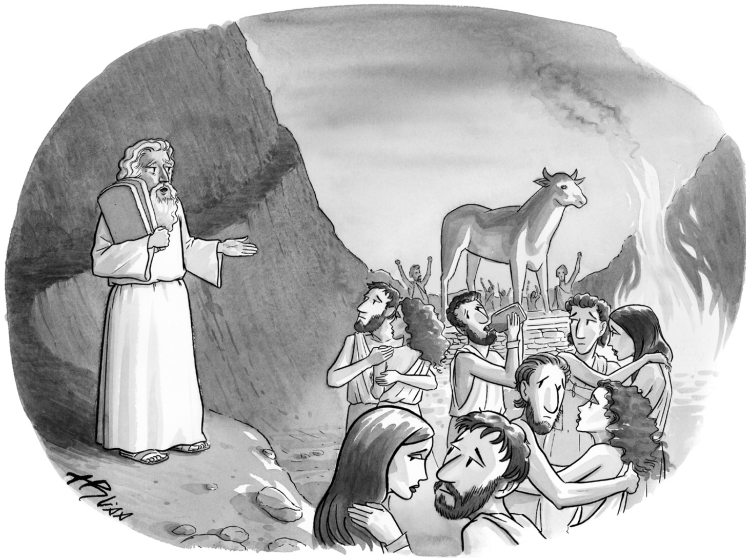
Probably
Right

4

Clearly
Right

5

- _____ Take an extra thirty minutes at lunch to get a haircut.
- _____ Use sick leave to go to a ball game.
- _____ Tell your manager you have finished a project even though you haven't.
- _____ Use a company credit card for personal expenses in a pinch (to be paid back later).
- _____ Shop on the Internet during work time.
- _____ Flatter a coworker insincerely because you need her help on an assignment.
- _____ Report that a team member is finished with a project when actually it's not quite ready.
- _____ Accept gifts from an outside vendor.
- _____ Call in sick when you're just having a bad day.
- _____ Don't lie about the status of a project, but hold back some key facts from your manager about its readiness.



"Well, actually, they are written in stone."

RUN YOUR BEST RACE

