



ROCKY BLEIER

BE THE BEST YOU CAN BE

Rocky Bleier's life story - a gripping tale of courage on both the football fields of America and the battle fields of Vietnam - has held audiences in rapt attention for years. Yet, the motivational message behind it, detailing how ordinary people can become extraordinary achievers, defines success in the new American century.

With the same optimism, sense of humor and steadfast determination that were his trademarks as a Pittsburgh Steelers running back, Rocky Bleier takes audiences from his early years through his professional career and talks about the lessons he learned along the way....lessons that we all can benefit from.

Not falling within the ideal of what a running back should look like, Bleier had to run harder and play smarter to be able to stand out. Despite his drive and ability to make the big play, the Pittsburgh Steelers only considered him a late round pick. But before the season ended that first year, he was drafted again...this time by the United States Army. At the height of the Vietnam War, Bleier was thrust into combat early and was seriously wounded when his platoon ran into an ambush. Receiving wounds from both rifle fire and grenade fragments in his legs, he was barely able to walk and his professional football career seemed to have ended before it began.

For more than two years, he drove himself. Little by little he overcame obstacles and fought his way back. He not only made the Pittsburgh Steelers, but also eventually became a starting running back on a team that won four Super Bowls and became the greatest football team of the 20th century.

The hard lessons Rocky Bleier learned early in his life that helped him overcome adversity and reach his goals, have paid off after football. Some of those lessons are seen between the lines in the popular book on his life, "Fighting Back," and an ABC-TV movie of the week by the same name.

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TOPICS

Be the Best You Can Be

What makes Rocky Bleier so popular as a speaker is his ability to translate core values in his speech, "Be the Best You Can Be". With real-world practicality, he points out ways to reach new levels of inner-confidence. Whether it is career development for corporate executives, enhancing sales and marketing skills for sales teams, offering inspiration for young professionals or practical advice to student athletes, Bleier's delivery is a winner. His message consistently brings audiences to their feet and re-energizes them for personal and work challenges ahead. His advice is not about avoiding life's twists and turns but conditioning one's self to lean into them and to incorporate the resulting energy in realizing goals. Once they have heard Bleier's message, audiences understand why he is able to move so easily from one challenge to the next.

SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS

ROCKY BLEIER

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LTV Steel Company
Allegheny Ludlum Steel
Alltel Corporation
Applied Computer Technologies
Sun Micro Systems
Tollgrade Communications
Century 21 Real Estate Corporation
Penske Truck Leasing
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Honeywell
Hibernia Mortgage Banking Company
California Association of Mortgage Brokers
US Bank
Merrill Lynch
Time Warner
Delaware Contractors Association
Midwest Energy Association
Watson Pharmaceuticals, Inc.
Merck
Boy Scouts
Post-Newsweek
Nike
Ford Motor Company
Prudential
US Airways

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TESTIMONIALS

"First off, thanks for the great job you did for AT&T at our Leaders Council event. Your ability to translate your personal experiences into a compelling motivational message was right on target for all of our attendees. Success in business, like football, depends largely on the commitment and preparation of the individual and their ability to perform with others in attainment of a shared goal. Your translation of that theme into a focus on work ethic and teamwork really hit home with our top sales people and their guests. It's not something they don't know in their hearts, but it needs nurturing and your talk was a great inspiration"

AT&T

"You hit our people right in the gut. I believe that you really changed their lives with your presentation."

Barry J. Marrs
Master Halco, Inc.