

‘Rising Above’: How Hardship Can Forge Strength

Popular Monday Morning Radio Podcast Explores Those Who Triumph Over Adversity in Sports, Business, and Life. Available to Stream or Download for Free.

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/EINPresswire.com/ -- This week’s guest on Monday Morning Radio, the popular free business-to-business podcast, is Gregory Zuckerman, who is marking his 20th year as a reporter with The Wall Street Journal.

Greg, who himself has been a publishing entrepreneur, has displayed a career-long fascination with unlikely characters who overcome life’s obstacles to achieve phenomenal success.

Already the author of two blockbuster books – *The Greatest Trade Ever*, and *The Frackers* – Greg enlisted his two sons, Gabriel and Elijah, to pen a third book, *Rising Above: How 11 Athletes Overcame Challenges in Their Youth to Become Stars*.

Among those Greg and his sons profile are LeBron James, Stephen Curry, Jim Abbott, Shane Battier, and Althea Gibson.

Rising Above is targeted at school-age readers. But says Monday Morning Radio host and reputation coach Dean Rotbart, “Whether you have kids who are

still in school, or you are a seasoned entrepreneur looking for inspiration, the core message of *Rising Above* is essential: It’s not where you begin, but where you journey that matters most.”

[To listen to or download Dean’s interview with Greg and Gabriel Zuckerman, visit: <http://tinyurl.com/MMR082916>]

Indeed, Greg describes each of *Rising Above*’s athlete profiles as “quite motivational and



Authors (l-r) Elijah, Gabriel, and Gregory Zuckerman



Dean Rotbart, Host

Dean Rotbart, Monday Morning Radio Host



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Gregory Zuckerman, Rising Above

inspirational,” noting that the obstacles those featured in the book had to overcome were significant. “It wasn't just racism and physical differences, there's abuse, both sexual and physical, and all kinds of other difficulties that they each came through,” he explains on the podcast.

Both Greg and Gabriel describe perseverance as a trait common to all the athletes they profiled, and Greg added that he has witnessed similar traits among those successful business people who he has profiled throughout his career.

“Those people who really go far are the people that have had setbacks, not the people that have sailed through,” Greg observes. “I don't care what field you're in; you're going to have to deal with all kinds of setbacks,” he adds. “If you haven't any experience and [developed an] ability to deal with that stuff in the past, sometimes when you're an adult, it cripples you.”

Greg notes that the reason so many readers are drawn to stories about sports and athletes is that they are often a metaphor for life. “There's an element of winning and losing in our lives,” Greg says. “I'm a business writer, and most of my stories are about home runs and strikeouts, [business] winners and losers. Those are the stories that are more relevant to people; they respond to the most.”

Each week, since June 2012, Monday Morning Radio has showcased successful business owners, entrepreneurs, and small business experts. The podcast, hosted by award-winning journalist and reputation coach, Dean Rotbart, is produced in association with the nonprofit [Wizard Academy](#), a nontraditional Austin, TX-based business school offering courses that appeal to a wide-variety of business people, thought leaders, and creative innovators.

Monday Morning Radio is available to download or stream for free through the iTunes podcast store or from <http://MondayMorningRadio.com>.

The Monday Morning Radio Inner Circle is a free, members-only community (tribe), offering bonus materials of value to entrepreneurs and business owners, including invitations to private members-only teleconferences and workshops. To join, visit: <http://tinyurl.com/mmr-subscribe>.

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