

**FOR IMMEDIATE RELEASE:**

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## **The Most Successful NBA Player You Never Heard of Debuts New Book**

### **Now a Global Business Coach, Walter Bond, Introduces ‘Shark Mindset’ for Next Level Success in *SWIM!***

BOCA RATON, Fla. – November 15, 2019 -- What can a shark, a suckerfish and a parasite teach you about business? Quite a bit according to Walter Bond. Walter is a global business coach, and one of the most successful NBA players you’ve probably never heard of. And he’s good with that.

Walter’s time in the NBA taught him the fundamentals needed to be a peak performer, and he now shares this knowledge in his new book, ***Swim! How a Shark, a Suckerfish, and a Parasite Teach You Leadership, Mentoring, and Next Level Success*** (Wiley, ISBN: 978-1-119-57356-2; \$23.00; Hardcover).

“Adopting the ‘Shark Mindset’ can help anyone, at any level of their career, become a superstar in business and in life,” says Walter. “I never achieved household name fame like some NBA players. But I know what it takes to play with the best in the world.”

In the book, the rousing speaker and go-getter business coach tells a transformative parable that shows what it really takes to become a “big fish” — a shark!

Scotty finds it odd when an old High School buddy he hasn’t kept in touch with suddenly invites him on a fishing trip. Over the course of the day, Scotty shares with Paul life lessons he’s learned, including what sharks have taught him about business and life.

In reading ***Swim!*** we learn that in nature sharks work together with smaller fish to deal with the parasites that plague them. By providing protection for suckerfish, which eat the parasites, the shark can dominate the seas alongside its smaller friends.

Walter Bond proves the principle that leading like a shark means moving forward in a way that is collaborative, that cultivates relationships, and that allows others to achieve. But it doesn't mean being a goldfish either. Sharks still kick butt.

The "Shark Mindset" is powered by "The Sacred Six" lessons, inspired by sharks. Among them:

Lesson 1: Sharks never stop moving forward – In business, constant forward movement is essential to your future.

Lesson 2: Sharks never look down; they always look up – Don't act like a common fish, hold your head high, be confident. Sharks are fierce, they are NOT goldfish!

***Swim! How a Shark, a Suckerfish, and a Parasite Teach You Leadership, Mentoring, and Next Level Success*** is an engaging tale that is as transformative as it is practical. And, it encourages leaders to reach their potential by taking others along for the ride as they ***Swim!***

***Swim! How a Shark, a Suckerfish, and a Parasite Teach You Leadership, Mentoring, and Next Level Success***  
**By Walter Bond**

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Hardcover, \$23.00

Available at many retailers including Amazon: <https://www.amazon.com/Swim-Suckerfish-Parasite-Leadership-Mentoring/dp/1119573564>

## **About Walter Bond**

Walter Bond is one of the world's top coaches on peak performance with hundreds of clients including name brand multinational companies and U.S. Fortune 100 Companies and Organizations that include Accenture, Blue Cross/Blue Shield, The Dwyer Group, Allianz, Amway, GNC, Hilton, Medtronic, UPS Store, Radio Shack, Red Robin and many national associations. In 2015, Walter was inducted into the Speaker Hall of Fame® -- fewer than 250 people have received this honor. Walter's impactful "Shark Mindset" messages resonate with leaders and enterprises. His most "booked" presentations include building sales relationships, hiring for a winning team, new product innovation, maximizing financial performance and secrets to customer retention.

Walter Bond began his sports career playing college basketball for the University of Minnesota. He later played in the NBA with the Dallas Mavericks, Utah Jazz and Detroit Pistons.

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