

# Ownership Spirit

The One Grand Key that Changes Everything Else

## *Endorsements*

In my own business and my life and for the nearly 50,000 entrepreneurs and business owners my company has worked with, “ownership thinking” is an absolutely necessary quality for success. You have to believe you can overcome obstacles, solve problems and take charge of circumstances. In his book, ***Ownership Spirit***, Dennis Deaton teaches clearly, with wit and insight, how to strengthen your ownership qualities. I highly recommend this book.

### **Ethan Willis**

Co-founder and CEO, Prosper Corp. and co-author of *One Minute Entrepreneur*

Most of us cross into the world of the Victim some of the time — and others, well, they live there! From my experience in working with leaders in every field, great leaders are those who know how to hold themselves accountable and build accountability in their team as well.

Regardless of your choices up until now, Dennis Deaton, in his book, ***Ownership Spirit***, helps us understand those choices, their implications, and gives us tools and inspiration to take more ownership of all aspects of our lives. Everyone needs to understand these concepts and this choice, because when we make the Owner choice we will create a far better future for ourselves, our families and our organizations.

### **Kevin Eikenberry**

Bestselling author of *Remarkable Leadership - Unleashing Your Leadership Potential One Skill at a Time*.

Dennis Deaton teaches powerful principles that have the capacity to change humanity. This book inspires the reader to claim full accountability for their lives, and ultimately create whatever destiny they choose — in any and every situation. The writing is clear, the stories are captivating, and the truth is liberating. Thank you for this beautiful and profound work!

Excellent and highly recommended!

### **Heather Madder**

Lecturer, Talk Radio Host, Author of *Walking on the Ceiling*

Here is my experience with Dennis Deaton’s book, ***Ownership Spirit: The One Grand Key that Changes Everything Else***. I began reading with the mindset of simply reviewing it — checking it out. I do that with a lot of books. However, within just a few pages, I was not only digesting it, but also discussing it with my wife, my in-laws, and my business partners. They are now asking for it — I need to get more copies. Now that is a sign of a great book.

In just one sitting, the book literally helped me change my mood — and my outlook. It reminded me of truths that I had already learned, but tucked away. And it taught me practical tools for applying those truths. The stories are powerful and illustrative of the points made. It is much more than simply another book on positive attitude. The realization that we all have the innate ability to choose — and to be an owner rather than a victim — is huge. But the truly great thing about Deaton’s book is that it helps you to take a closer look at yourself — to find ways to become even more of an owner and even less of a victim. The choice is ours.

### **Mark Christensen**

President  
Learning Point, Inc.

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I must confess...I was unexpectedly pleased. When I first picked this book up to search for something useful, as I have with so many other business management books, I anticipated just another one of those “feel good” regurgitations of the material that tells you what is already obvious to the experienced business manager. This one is different—it has practical substance with the most meaningful content—and moreover, it gets directly to the heart of the principal reasons for sub par performance and how to change for the better.

**Joe Biehl**

Managing Partner, IDM Consulting

Dennis brought his “Ownership Program” to our company and his presentation and content were amazing. He has the ability to reach deep inside and make you alter your thinking and alter the thinking of your employees. This uncanny ability leads people down a better path that makes them want to be more invested and productive.

**Russ Beckner**

Vice President, Branch Manager  
Charles Schwab

Dennis has captured the nature of finding true success in life by teaching us how to take ownership of our thoughts and actions. Accountability is severely lacking in our society today, and Dennis encapsulates the framework of ownership teaching us there is literally no limit to what we can accomplish. Obstacles are part of life, and *Ownership Spirit* helps us keep our eye on the goal instead of focusing on the obstacles. This is truly an inspiring work and resonates with anyone with a glimmer of hope to maintain a positive attitude!

**Brian Hazelgren**

At the core, great organizations are the products of tough-minded, accountable people—people who are capable of sustaining constructive thinking during periods of challenge and change and who refuse to think and act like victims. “*Ownership Spirit*” is a mindset operations manual designed to help bring these traits to life in your business and your personal life.

**Steve Bodhaine**

Group President, Yankelovich

Inspiring stories aside, Dennis Deaton has touched upon a universal truth that is within reach of every human being – what we think is what we are – and the power of that authentic realization can change not only the perception of our world, but our ability to manifest our dreams in the reality of the world.

**Patrick Murphy**

President, American Polysteel

Having been in business for nearly 40 years I have been on both sides of the Owner/Victim fence. Dr. Deaton conveys a powerful lesson in positioning one’s mind and thoughts to overcome challenges in your business and personal life.

**Lawrence Hummel**  
Director, Managed Care  
Amerisource Bergen