

PRESS RELEASE

FOR IMMEDIATE RELEASE

FAILURE: THE SHORT-CUT TO SUCCESS How Life Changing Events Spur Us to New Opportunities

[Algonquin, Illinois – 14 January 2021] The pandemic got all of us to think about catastrophic events in our lives. What do you do when you lose a job you loved so much you never thought of it as work is gone? Picture yourself as an airline captain, a physically fit bike enthusiast and you have a heart attack on a remote bike trail. You lose the career you worked at since you were 10 years old. Your life model no longer works. If it is your business that fails, your business model no longer works. If you sustain an athletic career ending injury, your competition model no longer works. What's important next? Can you see the new opportunities?

Takes More Than Heart is the 12 year journey to find the equivalent excitement of flying 160 passengers at 35,000 feet as retold by Dennis Mellen. Depression, exhilaration, sadness, and glee becomes the roll coaster ride as we learn about perseverance, grit, and determination to find a new purpose, a new why.

Here is what some readers say:

“Dennis's wit and down-to-earth personality are the bookends to this all-important armchair coach for those hit with unexpected circumstances.” Cortney Donelson, Author, editor-in-chief of *GirlStory* Magazine

“Takes More Than Heart has so many useful leadership lessons and entertaining stories that you will be asking for more at the end.” Thomas Kemp Vice President Flight Operations (ret.) Alaska Airlines

“Business leaders will enjoy reading *Takes More Than Heart* as Dennis Mellen weaves leadership lessons and anecdotes of perseverance with occasional bits of humor.” Jason Schumaker, Vice President of Enterprise Sales at Ceridian HCM

“I realized I was so caught up in his story that I forgot to do what I was supposed to be doing...”

J. L. Callison, Author, Manuscript Evaluation Editor

Takes More Than Heart: Changing the Journey's Challenges into Opportunities by Dennis Mellen, produced by FriesenPress, is available for order from most major online book retailers including the FriesenPress Bookstore, Barnes& Noble, Ingram Wholesale, and Amazon. The eBook is available for Kindle, iBooks, Nook, and GooglePlay.

About the Author

Dennis Mellen is a 28 year airline pilot for a major U.S. carrier and a retired Air Force Lieutenant Colonel and command pilot who is an author, motivational speaker, and high school baseball coach.

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