

Do You like winners ?



They are the
biggest losers !

Management is finding opportunities and solving problems



Now, this is a problem : Many americans are fat, much too fat
So, where is the opportunity ?

The opportunity is making a TV
show about people who want to
lose weight ...

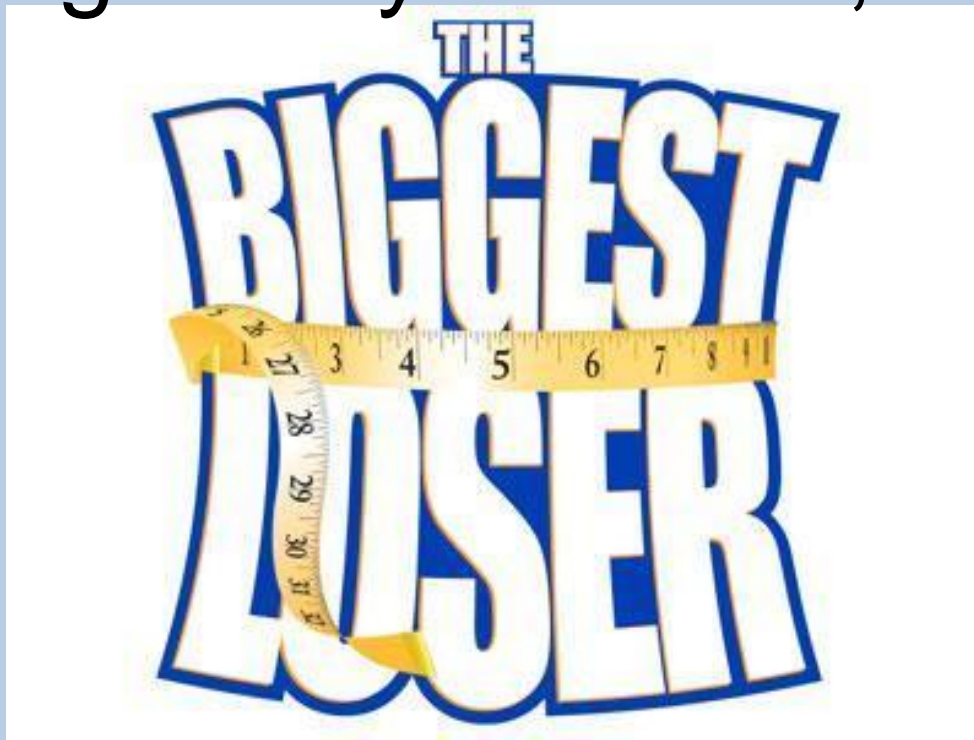
Many people consider them as
being losers

And good management is turning
losers into winners

To become winners in this CBS reality show, the contestants have to lose !

They have to lose weight,
a lot of weight,

all the weight they can lose, to become :



They are helped by a team of nutritionists and coaches, always watched by the cameras, and the audience



And it works ! They lose weight, and they win a new figure, a new self-esteem, sometimes a new life !



Before



After



Before



After

This is Michelle Aguilar, from fatty to model...



Ali Vincent,
first an
overweight
girl,
then a
contestant,
then the
biggest
loser...



got milk?[®]



It feels good to lose.

It also feels good to win. So along with eating right and keeping fit, I drink milk. Drinking three glasses of lowfat or fat free milk a day helps you get the calcium and nutrients your body needs. Plus, the protein helps build muscle. Now that's a strong finish.



milk your diet

whymilk.com



Ali (before)
*Results not typical



Thanks to the « biggest loser » TV show, Ali is famous now

She even stars her own tv show !

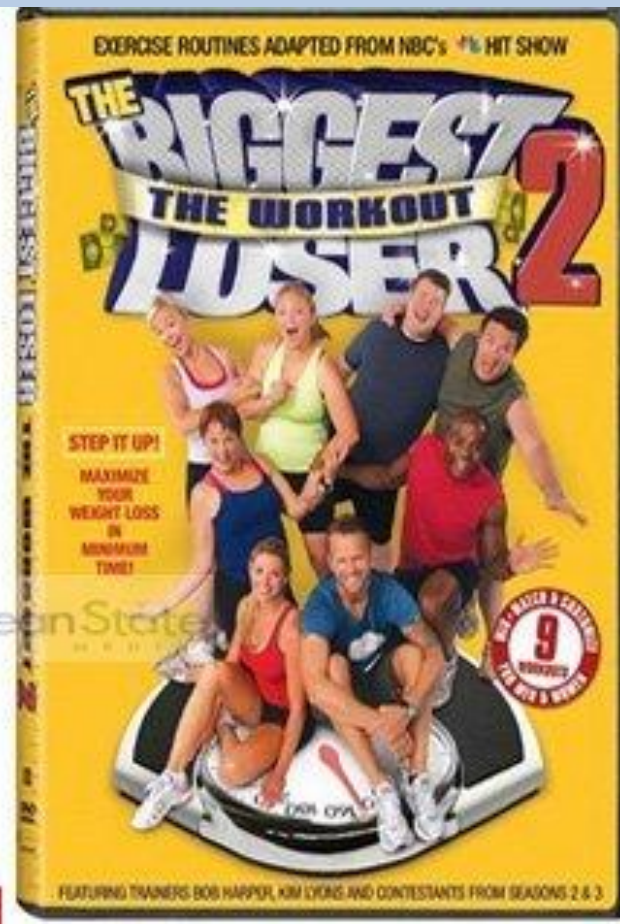
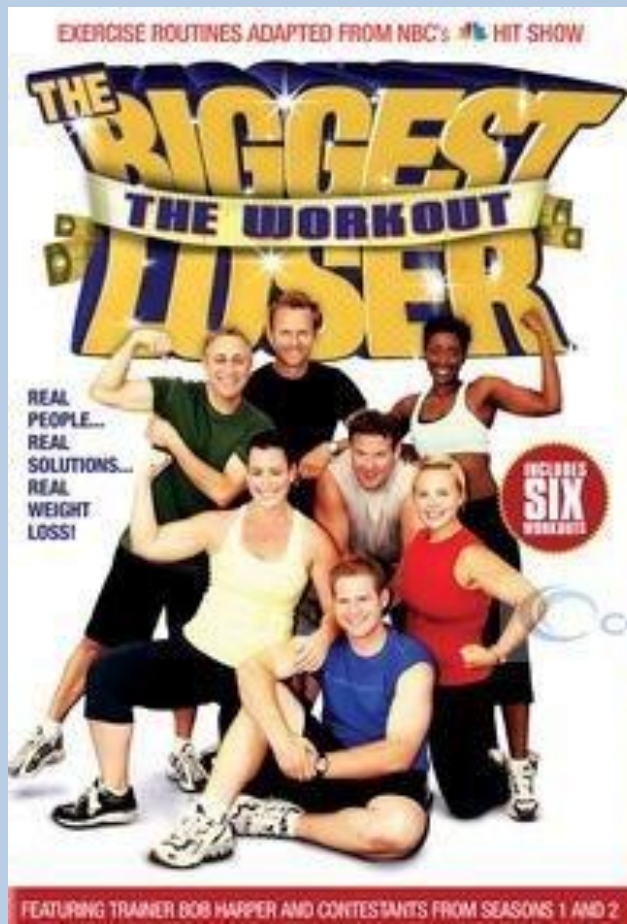
About fitness, nutrition, and well being ...



This is good management and the (american) miracle of TV : turning a big social problem into an international tv show (13 seasons of success!)

The biggest loser has been sold to 25 TV networks around the world, it also is a video workout program, and video games... (talk about taking opportunities!)

Finding challenges, taking (all) the opportunities , organizing, and making money : that's management





What about the contestants ?

They all had an opportunity to get slim and fit, maybe to run their lives differently, sometimes to get a new life.

Some of them managed to do it, some did not. That is also a matter of personal management



DNL MDO by jk