



The Way of Excellence

A Guide to True Greatness and Deep Satisfaction in a Chaotic World

Brad Stulberg



"An absolutely beautiful book."
—Steve Kerr,
nine-time NBA champion
and coach of Team USA



The Way of Excellence: A Guide to True Greatness and Deep Satisfaction in a Chaotic World

Brad Stulberg

In-demand speaker, performance coach, and bestselling author of *The Practice of Groundedness* and *Master of Change*.

Angela Duckworth, Ph.D.

Rosa Lee and Egbert Chang Professor at the University of Pennsylvania; faculty co-director, Penn-Wharton Behavior Change for Good Initiative; founding faculty co-director, Wharton People Analytics, and co-host of the podcast *No Stupid Questions*.

Monday, February 16, 2026, 12:00 PM
Register: www.bit.ly/StulbergFANWebinar

BONUS BOOK GIVEAWAY, sponsored by FAN!
Details on Zoom registration page.



This event is **#freeandopentothepublic** and will be recorded.
Suitable for youth ages 12 and up.

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FOR IMMEDIATE RELEASE: BRAD STULBERG – ON ZOOM

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Monday, February 16, 2026 | 12:00 PM CT

The Way of Excellence: A Guide to True Greatness and Deep Satisfaction in a Chaotic World
A FAN webinar featuring Brad Stulberg, in conversation with Angela Duckworth, Ph.D. (FAN '12, '16)

REGISTER: www.bit.ly/StulbergFANWebinar

Bonus Book Giveaway: FAN is giving away copies of *The Way of Excellence* to randomly selected Zoom attendees. Details on the webinar registration page.

In *The Way of Excellence: A Guide to True Greatness and Deep Satisfaction in a Chaotic World*, bestselling author and performance coach **Brad Stulberg** offers a practical guide to realizing our potential amid the chaos of modern life by reconnecting to ourselves through the pursuit of excellence. Combining modern science, timeless wisdom, and actionable strategies, Stulberg redefines excellence—not as a finish line to cross, but as an ongoing process of growth and becoming that allows us to reach our fullest potential while staying deeply connected to our values and what truly matters.

Inspired by research from diverse fields and grounded in real-world application, Stulberg frames excellence as the integration of mastery and mattering, providing a clear, sustainable path for pursuing meaningful goals with focus and intention. Unlike "hacks" and the hustle culture of "pseudo-excellence," this book champions meaningful challenges that align with our values and goals and foster deep satisfaction, fulfillment, and contribution.

Stulberg explores critical principles such as defining and living in alignment with your values, cultivating focus, prioritizing consistency over intensity, building genuine confidence, and creating environments that foster our best performances. He shows how striving for genuine excellence can reconnect us to ourselves, our work, and each other, creating lives rich in meaning and purpose.

Stulberg is the bestselling author of *The Practice of Groundedness* and *Master of Change*, and coauthor of *Peak Performance*. He regularly contributes to *The New York Times*, and his work has been featured in *The Wall Street Journal* and *The Atlantic*, among other outlets. He is co-host of the podcast *excellence, actually* and is on faculty at the University of Michigan.

Stulberg will be in conversation with **Angela Duckworth, Ph.D.** (FAN '12, '16), the Rosa Lee and Egbert Chang Professor at the University of Pennsylvania, faculty co-director of the Penn-Wharton Behavior Change for Good Initiative, and founding faculty co-director of Wharton People Analytics. She is also co-host of the podcast *No Stupid Questions*.

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Sponsored by FAN, in partnership with The Avery Coonley School, Avoca D37, Bennett Day School, Bernard Zell Anshe Emet Day School, British International School of Chicago, Catherine Cook School, Compass Health Center, Evanston Scholars, Evanston Township HS D202, Family Service Center, Foundation 65, The Frances Xavier Warde School, Francis W. Parker School, Glencoe D35, Glenview Public Library, Gorton Center, Hyde Park Day School, Illinois Student Assistance Commission, Lake Bluff D65, Lake Forest Community High School D115, Latin School of Chicago, Libertyville D70, Lycée Français de Chicago, Near North Montessori School, North Shore Country Day, Northwestern University Office of Neighborhood and Community Relations, Northwestern University School of Education and Social Policy, Pope John XXIII School, Regina Dominican High School, Resurrection College Prep High School, Rogers Park Montessori School, Roycemore School, Santa Clara University School of Law, The Sonia Shankman Orthogenic School, Stevenson High School D125, Township High School D113, Township High School D214, TrueNorth Educational Cooperative #804, Wilmette Public Library.