

Adrian Webster

Polar Bear Pirates



and their quest
to engage the
sleepwalkers

MOTIVATE EVERYDAY PEOPLE
TO DELIVER EXTRAORDINARY RESULTS

ILLUSTRATED BY PHIL WILLIAMS

'Adrian Webster is a real life example of what his book is all about. I first travelled to London to see Adrian speak at an external conference having just read his book. I was blown away by his energy, emotion and delivery of what is a fantastic outlook on how to become successful in today's complicated social and economic world. Since then, Adrian has delivered three outstanding workshops and each time, my teams have gone on to deliver breakthrough performances. What sets Adrian apart is his energy, pace and passion in bringing to life the genuine accounts of his own road to Fat City. I defy anyone to attend a workshop of Adrian's and not be emotionally moved and motivated to start their Quest!'

– Martin C Bowmer

UK Head of Sales, Business Banking, Insurance and Investments, HSBC Bank Plc

'Adrian spoke at our company conference in 2005 and 2010 (outstanding). I recently found my 19 year old son John Pattison (just started a marketing job he seems to love) furtively reading *Polar Bear Pirates*. The next morning I found a note written by him to him before work – "FAT CITY HERE I COME". Thanks Adrian from two generations of Pattison's.'

– Paula Pattison

Senior Commercial Manager UK & Ireland, Hertel UK Ltd

'Everyone here is still buzzing ever since Adrian spoke at our conference, we are now completely focused on getting those TNTs right and inspired more than ever to continue making a very real difference to the lives of others.'

– Meenakshi Sharma

Change Manager, Merlin Housing Society

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Pirates

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Motivate Everyday People To
Deliver Extraordinary Results

Illustrations by Phil Williams



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This book is dedicated to all those who every day climb their own mountains to help others.

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My thanks also to Richard for waking me, Phil for his wonderful creativity, the Capstone Wiley team for all their fantastic support and James, Gordon, Jill, Mark, Dave and Hendo for continuing to be such good travelling companions.

In memory of my brother Stuart Webster.

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Introducción



Fat City is where the winners live. Most people who live there came from Rock Bottom. No one has ever moved there from Complacency, that's where The Norms live. To get there, you carry on doing what you've always done.



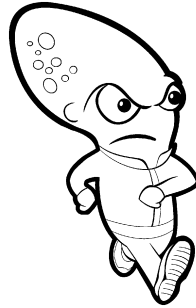
My first book was very much about self motivation and finding true success, what Polar Bear Pirates call Fat City. It was also about combating a range of negative characters in the workplace that we all come across on the road to Fat City, no doubt you'll probably recognise a few of them:



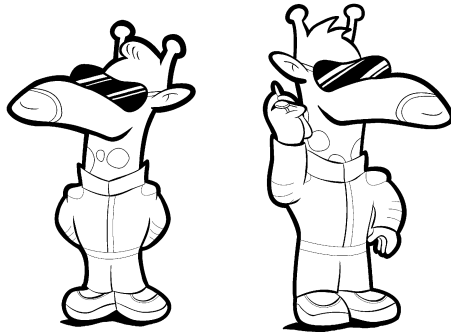
Neg Ferrets are little warriors of doom who spend their lives macheteing their way through all things positive to find just one little negative. They're like little indoor rain clouds, they have a problem for every solution and light up the room when they walk out.



Bloaters are Boasting, Lazy, Obnoxious And Tediously Egotistical, Reptilian Saddos. They have degrees in hindsight, they possess the answers to the universe and have an opinion on absolutely everything. Whatever you've done, they've done it, but much bigger and better than you. You name it, they've got the T-shirt.



Sinkers are disciples of your pear shape who are desperate to pull as many people down as possible into the boat of failure where they reside. Having never really achieved anything themselves, they despise other people's success and will do their very best to torpedo anyone else's attempts at reaching Fat City.

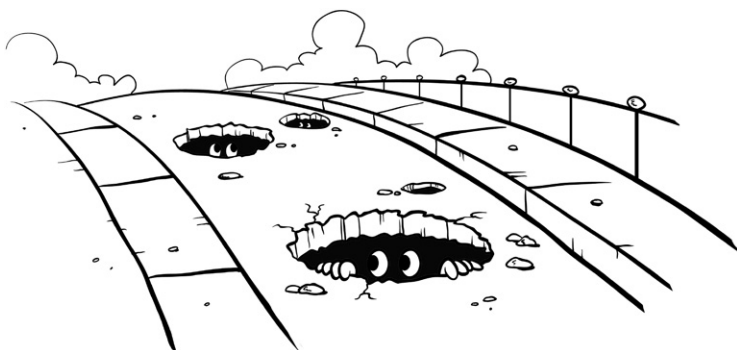


Head Treads are the most insecure of all enemies. They live on the outskirts of Fat City having only just made it there through

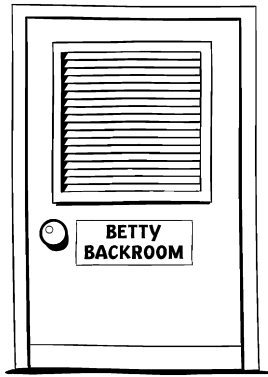


brown nosing, knife throwing, toadying and luck. Terrified of anyone coming along with real talent, they are the ladder pullers of Fat City.

Given half a chance, all of these enemies of success will do their utmost to slow, hinder, block or puncture your progress along the road to your Fat City. To avoid repetition for those who have read my first book, I will collectively refer to them in this book as 'The Pothole People' – they are best avoided!



In their fight against negativity Polar Bear Pirates have a very loyal ally. Betty Backroom is the dedicated, behind the scenes, lime-light shunning, unsung linchpin heroine of any great team. The Bettys of this world are the keepers of sanity who get things done, they hold their teams together, keep the ship on course and manage their boss.



Don't mess with Betty B!

There is however a much greater and far deadlier enemy out there. A most deceptive enemy that today, more than ever, poses a substantially graver threat to those travelling on the road to Fat City than all of the Pothole People put together. As far as Polar Bear Pirates are concerned Planet Complacency is public enemy number one.

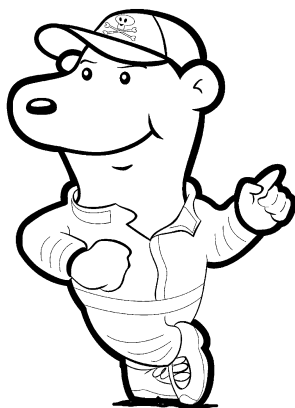
This book is all about engaging and inspiring others to keep moving on together as far away from Planet Complacency as possible, to fight its seductive powers and one day reach Fat City. It's about getting the very best out of everyday people and motivating them to want to get out of bed, to come into work and deliver extraordinary results. It's about creating an environment that encourages people to grow and it's about helping them



to realise that they make a difference, no matter what role they play.

It's also very much about re-engaging characters that we all come across or find ourselves working alongside. I'm talking about The Sleepwalkers.

So who are the Polar Bear Pirates? From all walks of life, they are believers in life before death who just get on with it and really make a difference. They are everyday people who deliver extraordinary results, day in, day out.



On the surface they tend to have a warm, fun loving and at times, cuddly appearance. Scratch that surface and you will find a rather unique, highly focused individual that is prepared to do what most others aren't – to take that extra step, beyond the ordinary.



P O L A R B E A R P I R A T E S

Their success is very much down to two things, firstly their ability to embrace change and move on and secondly their attitude towards problems. They regard problems as being pregnant with opportunity.

As team players, Polar Bear Pirates also have something else in common; they have such an abundance of talent and self-belief in their own abilities that they are more than happy to share their knowledge, energy and experience with others.

Above all else, they relish challenges and there is no bigger challenge as far as they are concerned than trying to inspire others with far less belief than themselves, to join them on their journey to Fat City.

Who are The
Sleepwalkers?