

an illustrated fable

THE
COFFEE
BEAN



A Simple Lesson to Create Positive Change

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Author of *The Change Agent*

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Cover design: Wiley

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Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

Illustrations by Rachel Yedam Kim.

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ISBN 9781119430278 (Hardcover)

ISBN 9781119430865 (ePDF)

ISBN 9781119430988 (ePub)

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

*Jon dedicates this book to Kathryn for overcoming
her circumstances and transforming her world
like a Coffee Bean.*

* * *

*This book is dedicated to my wife, Kendell, and her daughter, Clara.
My favorite Coffee Beans. Love, Damon*

Introduction

In the summer of 2018, Jon Gordon sat in Dabo Swinney's office, just as he had done every training camp since 2012, discussing books they had read and sharing ideas on building great cultures and winning teams. On this occasion, Dabo shared with Jon that he just had a guy speak to his team who had delivered one of the most impactful messages he had ever heard.

That guy was Damon West—and his talk was about the coffee bean. Dabo loved the coffee bean lesson so much that he was even carrying around a little wooden coffee bean key chain that Damon had given him. Jon was intrigued and wanted to know more about Damon and the Coffee Bean message, so he called Damon and asked him to share his story.

Damon's rise, fall, and audacious comeback was one of the most amazing stories Jon had ever heard.

Damon told Jon about the power of the Coffee Bean message and how it transformed his life and led to his improbable and miraculous comeback. Jon knew that

the Coffee Bean message needed to be shared with the world and he asked Damon to write this book with him.

Damon and Jon believe the Coffee Bean message is one of the most important and impactful messages on the planet and truly hope this simple story and powerful lesson encourages and inspires you and your team to create positive change.

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