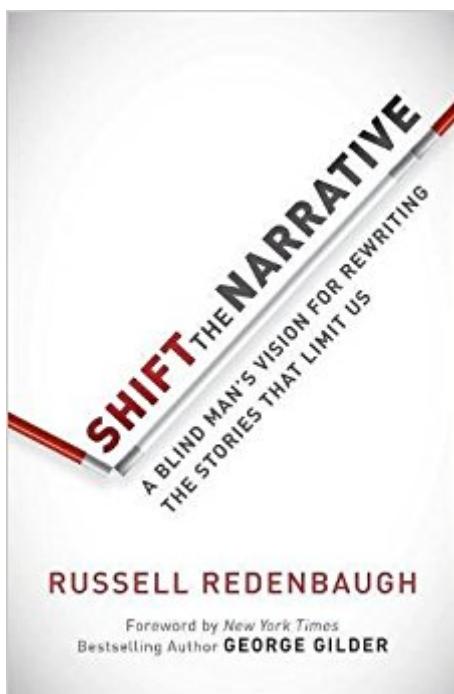


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# Shift The Narrative: A Blind Man's Vision For Rewriting The Stories That Limit Us



## Synopsis

Shift is a blind man's vision of how he changed his life narrative from the impossible to the economically probable and in the process, moved from welfare to wealth. Blind from the age of 16, Russell Redenbaugh's achievement as a successful investor and economist, a Commissioner on the US Civil Rights Commission serving under three US Presidents and a black belt, three time gold medal jiu-jitsu world champion fighting sighted opponents, prove that if he can, anyone can. Most people think that their circumstances produce their narratives, but Russell shows it is their narratives that produce their circumstances. If you change your story, you change your future. Through a set of actions and behaviors, Russell demonstrates how anyone can "Shift Your Narrative" to produce more of what they care about in their personal life, career and money matters, starting today.

## Book Information

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## Customer Reviews

"An inspiration to anyone who wants to Shift The Narrative that will transform your life." - Jacqueline Wales, author of The Fearless Factor, and When The Crow Sings "Best summer read - Shift the Narrative" - Exposure Magazine Russell Redenbaugh's "Shift The Narrative" is a must read - Off the Record Sports "Here's a book that will jolt you out of complacency and caution and give you an exciting new sense of possibilities for your life. Like Franklin Roosevelt when felled with polio, Russell Redenbaugh didn't let the loss of sight from a teenage accident stop him from taking risks and leading a full, inspiring life. The perfect read at a time when the culture is dominated by pessimism and despair." Steve Forbes "Shift the Narrative is sheer inspiration at every turn. Russell

Redenbaugh's story of overcoming physical and emotional challenges, as well as battling societal stereotypes is heartwarming. Readers will get many takeaways for both life and business success from this book. I highly recommend it!"Dr. Arthur B. Laffer

Blind from the age of 16, Russell Redenbaugh's achievements as a successful investor and economist, a Commissioner on the US Civil Rights Commission serving under three US Presidents and a black belt, three time gold medal jiu-jitsu world champion fighting sighted opponents, prove that if he can, you can. With the first MBA awarded to a blind student from the University of Pennsylvania's Wharton Business School, Russell went on to become Chief Investment Officer at a prominent Philadelphia money management firm that he helped grow to \$6 billion in assets. After successfully selling the firm as one of six partners, Russell moved on to teach at Wharton, serve as a Commissioner on the US Civil Rights Commission and consult global corporations such as IBM, Applied Materials and KLA Tencor on "Shifting the Narrative" through process/metric design. Russell founded and is managing partner of Kairos Capital Advisors, a Registered Investment Advisor, where he manages his own and his clients' money using strategies departing from flawed investment industry narratives.

So many of us feel trapped by our circumstances. This sense of powerlessness has intensified and almost become a standard in our culture. If you feel that you don't want to be trapped but have a life where you can create what you want, read this book. It's clear the road is challenging. Russell experienced more obstacles than most of us. Yet, he kept coming back to his sense that he was creating his world. He knew the power of the narrative set the possibilities for his life. More than that, he has exhibited the quality that must be present - discipline. Each time he faced a new challenge, he got clear about what he wanted the outcome to be and then relentlessly pursued it. When a setback occurred, and we all face them, he learned and persevered. This book is not about theory, it's about what works. I strongly recommend this book.

If you've ever felt the world was against you; if you've ever felt up against unwinnable odds; if you've ever thought your dreams were impossible - then you need to read this book. Russell Redenbaugh is an inspiration. Blinded at the age of 16 in a rocketry accident he still went on to become one of the world's top economists, take on sighted opponents and win gold medals in Jui Jitsu, and serve under 3 US Presidents on the US Civil Rights Commission. If you want to change your life, read how Russell changed his, and became, as he put it, "Post Traumatic Gifted." It's truly a remarkable

story that will leave you feeling like you have the world at your feet.

Russell Redenbaugh didn't accept the life narrative others gave him. In "Shift the Narrative: . . ." he relates how he changed it by accepting and defeating challenges far greater than those faced by most of us. He doesn't dwell on how difficult it was, nor does he claim it will be easy for you. The message is simply "Here's how I switched my narrative. You can switch yours." Read the book. If you're comfortable with your life narrative you'll at least revel in the working of a profoundly logical mind. If you have doubt regarding your life narrative you'll find an inspiring blueprint for shifting it.

Redenbaugh's inspirational story of overcoming adversity is worth reading by itself. But he doesn't stop with what worked for him. Shift the Narrative lays a foundation for seeing your own life and circumstances in new ways. What if what holds us back from having more of what we want are the stories we tell ourselves? This book shows us not only how that happens, but what we can do to start changing those "narratives".

We all know when there is a gap between what we expect or want in life and what's happening, we suffer. Russell certainly had cause to suffer after his accident, but he chose not to go that way. I am inspired by his remarkable skill to diminish that gap that causes suffering, by recognizing what's happening, shifting his narrative, and getting into action. Thank you for writing this book, Russell, for showing us the skill to shift our narrative about what's happening into one of declaration, responsibility and action, and for giving us the poignant reminder that no matter what befalls us, we have the opportunity to choose.

"SHIFT THE NARRATIVE", at a minimum, is a testament to the human spirit and will to prevail over the extreme challenges that are presented in this life. I am not an avid reader, but after seeing this book on a respected friend's FB feed, I found it an easy decision to purchase, and finished the book in two sittings. In this writing I found reaffirmation in regards to the direction of my own literary project, among other things. What I appreciate is Russell's approach of presenting his own experience as an option, not an answer, to making life changes. Humility goes a long way in the reach to help others discover their own path in this journey. I also believe that life is about perspective, and SHIFT THE NARRATIVE hammers that point home without claiming itself as the "Holy Grail Of Self Help Books". Russell's insight is battle tested, which makes it absolutely believable. I recommend this read to anyone, for it encompasses so much that we all experience,

that being our search for spiritual fulfillment and the conquering of the obstacles that prevent us from reaching our true potential. In working with so many Veterans over the last 6 years via the non profit I founded in 2011, this project rolls right into the approach we take in offering opportunities for Veterans to rediscover the hope and faith that so many feel they have lost. SHIFT THE NARRATIVE hits a home run on this front, and adeptly presents the control we all have in this often times elusive process. Thank you, Russell Redenbaugh, for this example of such a valorous outlook on life. It is greatly respected, and deeply appreciated.

This is not the typical self-help book telling you that if you dream big and work hard you will succeed. This book details Russell's incredible story of perseverance and shows you what you can accomplish by focusing on the right things. I just kept thinking, "Well, what's your excuse?" I walked away motivated and energized. No matter what your current situation, I think everyone will find some real-life takeaways. This is a must-read and I plan on buying copies for several friends.

Shift the Narrative is a dramatic shift away from the books that seek to help you "change your life." The analogy is, if the plumbing in your house is full of leaks and you're trying to fix one at a time (each of your life problems) with duct tape. This is replacing the system with a new one. Russell's amazing life story of how he shifted his own life narrative after a tragic accident as a teenager, combined with a very specific method for shifting your own life story, makes for one of the most transformative books you will ever read.

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