

RISK TO SUCCEED



On October 17th, EOC's Academic Year-Long Mentors and Mentees were delighted to welcome Ricky Cohen, CEO of the Conway Organization to Baruch. Ricky came to Baruch to deliver his dynamic *Risk to Succeed* presentation, which was followed by an interactive Q&A session with the audience and open networking. More than 140 Mentors and Mentees attended. With his engaging personality and his eloquent delivery, Ricky has the ability to speak to the individual in a room full of people. His presentation left the audience with new knowledge, a high level of motivation, and the tools to actualize what they learned. In addition, every participating Mentor and Mentee received a complimentary copy of Cohen's new book, *Risk to Succeed*, courtesy of Ricky.

This event was a part of EOC's new initiative: Awareness, Education & Community-Building. This year, EOC is offering more networking and learning opportunities to the Academic Year-Long Mentors and Mentees. *Risk to Succeed* with Ricky Cohen was a wonderful opportunity to hear Ricky's vibrant talk, to connect Mentors and Mentees and to network with the EOC Community.

We wanted to share some of the feedback we heard about Ricky's presentation *Risk to Succeed*:

Risk to Succeed was a good lesson that explained the benefits of embracing risks. In the past, I've often held myself back as a result of risk aversion, but I've realized that the fear of taking on risks leads to stagnation.

One must be able to take opportunities when presented to them, learn from failure, and continue to strive for their goals in order to become a success.

The speaker was great, really interesting and engaging with the audience.

The speech gave a different perspective how to approach life, exposing oneself to become more acceptable of risk.

The event was excellent. The speaker was very interesting and more importantly, he knew how to "fire up" the crowd and get them excited and interested. Overall, excellent event!

Very inspiring event. He "read" my thoughts ...will follow his advice.

It was a positive event, especially for the Mentees. It was a good opportunity for the mentees and mentors to interact, but my mentee could not attend. As a "seasoned" professional, I have attended many inspirational presentations. This one was good. It is always refreshing to hear positive speakers that make me think.

I haven't had a chance to read the book but it was a very good presentation. Informative and on point with the correlation of taking risk and success.

It was very informative. The Q&A at the end was where I thought the presentation came together.

Ricky Cohen, Chairman and CEO of The Conway Organization, is a successful entrepreneur, motivational speaker and educator. He combines three decades in education with the successful leadership of retail, real estate and hospitality companies. He has helped scores of entrepreneurs launch their own entrepreneurial efforts, and has guided hundreds of men and women to maximize their career opportunities. Cohen has built and rebuilt companies through three recessions and dramatically changing business cycles.

