

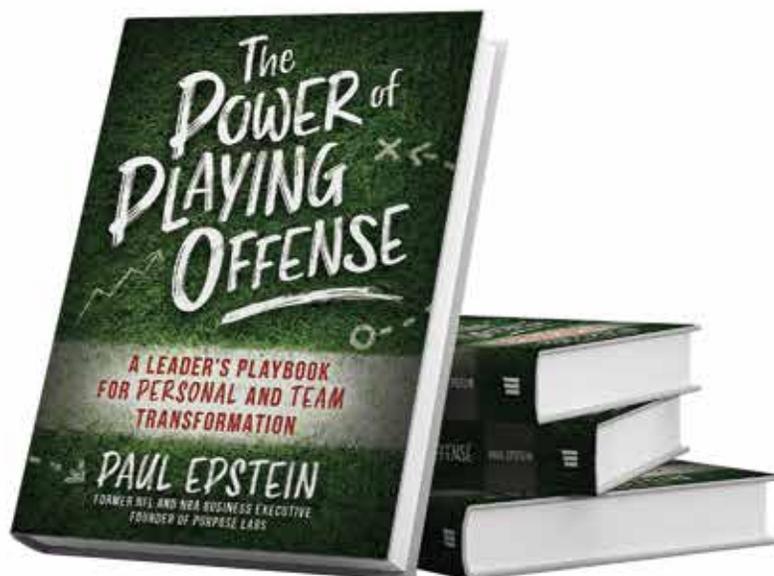
# PAUL EPSTEIN

FORMER NFL AND NBA BUSINESS EXECUTIVE  
FOUNDER OF PURPOSE LABS

FOREWORD BY

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Leaders set the tone for culture, and culture sets the tone for people. As each day passes, we increasingly need courageous leadership. So now the question becomes, what makes a great leader?

Mountains of books and research have been written on the traits, skills, and qualities that provide this answer. In my mind, one book easily rises to the top:

*The Power of Playing Offense.*

Paul Epstein is one of those great leaders. He inspired our leadership and sales team with a message of “playing offense” to expand our lens of impact on how we deliver happiness—which is our mission and core measure of success at Zoom.

Paul provides the map to this strategy in these key, game-changing principles in *The Power of Playing Offense*:

- Your company culture is the #1 most important thing to get right.
- The value of care is at the heart of winning teams and cultures.
- Putting people first is not a mantra, it is the foundation of leadership.
- Leadership is the engine that drives your organizational growth and potential.
- Before you lead others, you must first lead yourself.

*The Power of Playing Offense* emphasizes personal transformation, which is a key toward unlocking your team and organizational performance.

In that spirit, this book will help you discover what you stand for, what inspires you, and why you serve. It will provide clarity on your purpose to persevere so that you're armed with the grit and resilience needed to take on the inevitable challenges ahead. Once you conquer your inside game, fulfillment and impact come in

abundance, and the outside game of success takes care of itself. Even better, you'll have a team and organization to enjoy the journey with you because you created a culture of care together. And the best part is, you'll pave your path toward significance and legacy in the process.

In order to maximize your ability to do this, you'll need a courageous coach to serve as your guide, and a caring and vulnerable leader to share a playbook of their best days and worst days. The Power of Playing Offense is that playbook, and Paul Epstein is that coach—a coach who can inspire your team and organization going forward. This is an ultra-candid look at the depths of leadership—both what it takes to thrive and the pitfalls to avoid.

At Zoom, we pride ourselves on a culture of care and are fully intentional in how we bring our culture to life. This ensures our mission endures.

While our culture is fueled by every employee on the inside, we ask for support from outside leaders along the way—specifically, leaders who care and align with our culture.

Paul's authenticity and purpose shined immediately, and his approach meshed perfectly with our philosophy at Zoom: *What makes people sense, makes business sense.* In other words, it's the inside game of leadership and culture that will ultimately define winning the outside game in the marketplace.

While this book is designed for business and organizational leaders, I believe you will find the lessons, tools, activities, and insights universally applicable. Because leadership starts with self, it can help you as much at home, in school, on the playing field, and in the community as it does in the boardroom.

I'm excited to see you play offense in your lives.



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