

Meet Dr. Deb Bright

While many young people attending college were also learning to play bridge, my time out of class was spent diving from a 34-foot platform four to six hours per day. At the time, I was among the top 10 women's platform and springboard divers in the United States with my eye on making the Olympic Team. Unfortunately, the goal of being in the Olympics was never realized when, during the Olympic trials, it was discovered that I had retinal tears in both eyes and, if left untreated, I would go totally blind. After five surgeries it became apparent that I would never dive again!



I went on to get my doctorate and, from there, directed all my energies to working in the business of improving performance among athletes and business practitioners. In the 80s I moved my company, Bright Learning Enterprises, to be headquartered in Manhattan. That's where love enters into my storyline, for it was in NYC where I met the love of my life. Since he was in publishing and, because, at the time, publishing was centered in Manhattan, I moved my business to join him. For the next 25 years the business and my marriage were successful, and not only that, we ate well! Now that he's retired, both my husband and I, as well as my business, are all together here in Tucson.

The company continues to be dedicated to helping individuals and teams enhance performance. Today, much of my time is spent coaching executives nationwide to bring about change, deliver more effective presentations, influence others, build exceptional teams, and better handle pressure and stress.

Together with writing books and coaching individual performance, I deliver customized presentations on improving performance to groups and organizations such as Vistage, Children's Hospital Los Angeles, LPGA, and NY SHRM. Tucson Airport Authority, Sandia Laboratories, Raytheon, and Tucson Electric Power are among my top clients.

Over the years I have written seven books and have just released a new book on Amazon titled, ***The Pro-Achievement Principle: Cultivate Personal Skills for Effective Teams***. Already, several bridge players have found the book to be of value for themselves as well as their family members. I recently got a clue from one of the bridge players on how to use the pro-achievement principle while playing bridge. So, check it out and if, after reading the book your bridge game improves, I'll happily accept full credit for your newfound success! Currently, I am happy to boast, that the book is well ranked in the Kindle top 50 in Management Skills and in Personal Development.

Trying, as I am, to pick up the game of bridge later in my life, is now my biggest challenge. But it's a fun one that I find to be simultaneously interesting yet often frustrating. I remind myself that, to be a true pro-achiever one must persist and never give up! Indeed, I find bridge to be such a fascinating game and one where I'm continually learning, and unfortunately, having to do a lot of relearning!