

UNCOMPROMISING:

**How an Unwavering Commitment to Your Why
Leads to an Impactful Life and a Lasting Legacy**

By Steven A. White

Follow seven pathways to success and fulfillment

MEET STEVEN A. WHITE



How does a poor kid from the housing projects make it to the corporate boardroom? For [Steve White](#), it's the result of an uncompromising attitude and work ethic. President of Comcast's West Division for eleven years, Steve launched his career in 1996 as Regional Vice President. A commitment to his why and the influence of mentors enabled him to demonstrate consistent growth for his teams and divisions, which led to increasing leadership responsibilities. Driven by continuous learning, radical responsibility, and an unwavering commitment to excellence, Comcast's West Division became a pacesetter by delivering industry-leading results. Steve White was responsible for all Comcast Cable operations in the Western U.S., leading nearly thirty thousand employees, serving almost eleven million customers, and driving annual revenue of nearly \$18 billion. If the West Division was a stand-alone company, it would be one of the top 150 companies in America.

Today, Steve serves the role of special counsel to the CEO of Comcast Cable—the largest division of Comcast Corporation and one of the top 20 companies in the U.S.

Giving back and paying it forward are two of Steve White's life values. He has lived in Denver for more than ten years and champions causes related to family and education, such as the [Denver Scholarship Fund](#). He partners with the University of Denver as an Executive in Residence, providing academic enrichment for the Daniels College of Business. Additionally, Steve serves on the board of directors for New Leaders, which focuses on the development of public school principals. Steve also speaks to various professional groups [helping others along their journey to professional and personal success.](#)

Steve currently serves on the board of directors for Hormel Foods, W.W Grainger, and Shaw Communications. He's a member of the Executive Leadership Council (ELC), and the Delta Eta Boulé of Denver. Having experienced his own success thanks to the advice of key mentors, Steve now offers guidance to others in support of businesses across the country.

ABOUT THE BOOK

Uncompromising: How an Unwavering Commitment to Your Why Leads to an Impactful Life and a Lasting Legacy

Steve White’s path from the housing projects to president of Comcast West was punctuated by defining—and often heart-wrenching—moments. Moments that helped him identify what matters most and how he positively made a difference in his life and in those around him.

As one of four boys raised by a single mother, Steve’s life could easily have taken a different path. Instead, armed with his mother’s determination that her sons make a better life for themselves and his own refusal to be shaped by his circumstances, Steve forged a path to extraordinary professional and personal achievement.

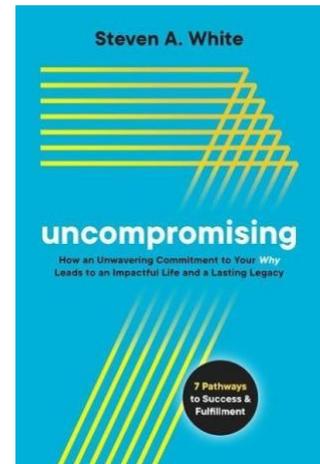
Steve’s lessons from every stage of life, and the people who influenced him along the way, form the basis of his overarching message: An uncompromising life is one where you stay true to what is important to you, what you believe in, and what you love.

This leads to more fulfillment, purpose, and a lasting legacy.

An uncompromising approach to life means you are fiercely independent, radically responsible, scrappy, and possess an undistracted mindset. It also means you have an unwavering commitment to your fight, which is defined by your core values, passion, and purpose. You uphold the courage of your convictions, stay locked in on your goals, get up when you fall and continue to forge ahead.

Steve’s hard-won insights will help you find your fight—pursuing what matters most and discovering where you can make the biggest difference.

***Uncompromising: How an Unwavering Commitment to Your Why Leads to an Impactful Life and a Lasting Legacy* will be released nationwide March 2022 and is available for pre-order [Amazon](#) and wherever fine books are sold.**



DISCUSSION BOOK TOPICS

- Learn how setting the right expectations sets you up for success
- Give your life and journey more meaning and direction by finding your fight
- Discover how focusing on the “real” prize helps you avoid distractions and keeps you aligned with your purpose
- Learn how living life as a learning lab allows you to embrace life’s lessons which keep you alive and growing
- Discover what it means to think and act like a business by investing in your personal success

- Embrace the crooked path so that you can overcome obstacles, navigate uncertainty, and live your best life
- Learn how to control what you can control: attitude and effort
- Create meaningful relationships by making deposits into others, which always yield big dividends

KEYNOTE TAKEAWAYS

“The two most important days in your life are the day you’re born and the day you find out why. Knowing my why has been the difference between living a fulfilling life of unwavering commitment and leaving my future up to chance. I like challenging people to ask the question: What is your why?”
 -Steven A. White

- How to lead your team and organization with purpose and intentionality in our evolving workplace.
- Effectively lead and drive change and transformation in response to our shifting markets.
- Create an organization of inclusiveness through purpose.
- Cultivate greater employee retention during this unique time of the “Great Resignation.”
- Leverage the power of expectations to improve employee performance and retention.
- Learn to adopt an unflinching focus on what’s most important to you and your team by applying the seven pathways from *Uncompromising*.
- Discover how to maximize possibilities and opportunities by learning from Steve’s personal “American Dream” story. It’s a story about his journey from the projects to president, and how that path applies to all of those who serve on teams and in organizations.

NOTABLE ENDORSEMENTS FOR *UNCOMPROMISING*

“Steve White’s *Uncompromising* story challenges all of us who may be leaning back with a relaxed approach, to lean forward with ferocity and focus. Only the truly committed will enjoy a fulfilling life and a lasting legacy. I can’t think of a leader who wouldn’t benefit from pushing the purpose pedal and applying Steve’s hard-won life lessons.” –**Walt Rakowich, Former CEO of Prologis**

“*Uncompromising* tells the compelling story of Steve White’s journey from growing up in poverty to becoming one of America’s most successful business leaders and directors. Throughout his career, Steve has combined an extraordinary work ethic with the astute ability to identify the things that truly make the difference to success both in business and, more importantly, in life. With deeply personal stories, Steve identifies essential pathways to a life with true purpose and meaning. These pathways can lead to greater prosperity and shared success for us all. Steve’s dedication to helping others live a better and uncompromising life is an inspiration to us all.” – **D.G. Macpherson, Chairman & CEO of W.W. Grainger, Inc.**

“As a former public company CEO, I was once described as a learning machine by one of my board members who was attributing that strength to my success, so Steve’s chapter about ‘living life as a learning lab’ particularly resonated with me. My personal experience with Steve is that he, too, is a learning machine and he lives this philosophy, always asking many questions, seeking to understand, absorbing, and considering new ideas and ways of thinking. Now I understand how he evolved those skills and why he has been successful. A very relatable and meaningful read.” –**Larissa Herda, Former CEO of Time Warner Telecom**

“Keeping your eye on the prize is the key to every goal we hope to accomplish. Through seven critical life pathways, Steve White shares what it means to have your eye on the real prize and how to avoid losing your way with the short-term distractions of lesser value.” –**Shellye Archambeau, Fortune 500 board director and author of *Unapologetically Ambitious***

“In *Uncompromising*, Steve White delivers the message that ‘the path to an impactful life and a lasting legacy is paved by an unwavering commitment to your why,’ a concept that I have lived by for most of my life. Through powerful stories of his past, his present, the lives of his mentors and those who have shaped (and continue to) shape him, Steve inspires you to look for the good, be grateful for what you have, and never compromise on who you are. No matter what your personal journey looks like, you will be able to identify with the struggles, successes, celebrations, and life lessons Steve so articulately details, and these stories will become powerful tools for you to apply in your own life, knowing that if you believe it, you truly can achieve it.” –**Jim Craig, 1980 Olympic Gold Medalist, President & CEO of Gold Medal Strategies**

“Life is full of uncertain times, twists and turns. Today’s business climate is no exception. The uncompromising focus that carried Steve White through troubled waters as a young adult to the terra firma he’s worked tirelessly to cultivate as one of America’s trusted leaders, is something we should all strive to model as we aim to make our mark and leave a legacy.” –**Brad Shaw, Chairman & CEO of Shaw Communications, Inc.**

“Steve White has given us access to his personal life story and his incredible journey to the executive suite. His book is a must read on so many levels especially for anyone looking to realize their true potential. Hard hitting at times with raw passion we see the man who deeply loves his family commit to success and then gets it done without compromise. This is an incredible life story. You will ask yourself, ‘what is my why’ when you finish the book.” –**Robert E. Knowling, Jr., Former CEO of Covad, Fortune 500 Director and Chairman Eagles Landing Partners**

“When Steve White talks about life or work, I listen. Whether in the Board Room or over a meal, Steve’s uncompromising intellectual curiosity creates profound and provocative conversations, always with the goal of improving focus and results. This book is a terrific compilation of his guiding principles and a fascinating look at the internal compass that guides and drives him.” –**Jim Snee, Chairman & CEO of Hormel Foods, Inc.**

“Whether you are a seasoned business executive or a 22-year-old just entering the workforce, *Uncompromising* contains life-changing lessons and reminders. My personal favorites are pathways six and seven. Steve engages the reader by drawing deeply from his own personal struggles and successes. True to the premise of the book, Steve does not make excuses and seeks always to point out

the learnings and opportunities. As a Board colleague at one of America's most successful food companies, I have watched Steve actually put to work many of the lessons in a real-world setting. The seven pathways are more than just slogans and Steve walks the talk. These are lessons we can all learn from, and Steve's experiences make him uniquely qualified to share them." -**Gary Bhojwani, CEO of CNO Financial Group, Inc.**

STEVEN A. WHITE QUOTES

"Thinking and acting like a business—in all parts of my life, not just in my career—shapes every decision I make, small and large. It challenges me to separate emotions from facts so that I can act intentionally in ways that align with my values, move me toward my why of creating a table of prosperity for others, and reap the fruits of a more meaningful life."

"Too often, however, we forget that true success hinges on knowing those areas in life in which we actually should be uncompromising—and then being uncompromising in those areas. The commitment I'm talking about is to core values that never change. For me, that's my family, my faith, being comfortable in my black skin, and being fully committed to my commitments."

"I've spent a good bit of time thinking about my approach to life, leadership, and management. I now know that woven into my uncompromising mindset is a series of core values that guide the way I want to think and act: faith, family, hard work and attitude, teamwork, fairness, and not being a victim."

"Your fight is what brings virtue, energy, and direction to your purpose for going through life—it's what gives your why meaning. When we find our fight, it becomes one and the same with our why, and it changes our mindset and approach as we pursue our purpose. "

"The best businesses know exactly why they exist. Then they prioritize their strategies and plans to support that fight. They create a long-term vision, short-term goals, guiding principles, and supporting strategies and tactics."

CONTACT

Steven is available for interviews, expert commentary, features, and byline opportunities

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