

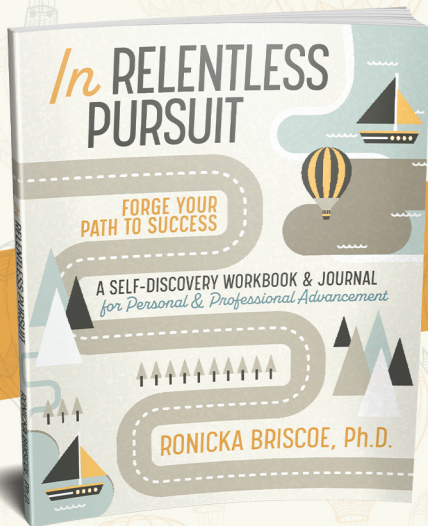
WINNING ON THE ROAD, LLC

PRESENTS

IN RELENTLESS PURSUIT

FORGE YOUR PATH TO SUCCESS

A SELF-DISCOVERY WORKBOOK & JOURNAL



WORKBOOK PARTNERSHIP GUIDE

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ABOUT THE WORKBOOK

IN RELENTLESS PURSUIT FORGE YOUR PATH TO SUCCESS

In Relentless Pursuit: Forge Your Path to Success is a dynamic workbook designed to guide individuals through self-discovery, goal setting, and intentional growth. Through guided reflections, structured exercises, and interactive activities, it creates space for individuals to explore who they are, clarify what they want, and develop a clear path forward. It challenges users to think critically about their experiences, values, and aspirations while building the confidence to make informed, purposeful decisions.

The workbook empowers individuals to take ownership of their journey by identifying their strengths, acknowledging areas for growth, and taking actionable steps toward their goals. Whether used in classrooms, leadership programs, or personal development settings, it is designed to support real, lasting impact by helping individuals move from reflection to action.



HOW IT WORKS

This workbook is intentionally designed to guide individuals through a meaningful, structured growth process—moving from reflection to action:

1. REFLECT

Identify values, experiences, and personal truths.

2. DEFINE

Clarify vision, goals, and direction.

3. PLAN

Develop actionable steps aligned to goals.

4. APPLY

Put learning into action in real life.

5. EVOLVE

Reflect, adjust, and continue growing.

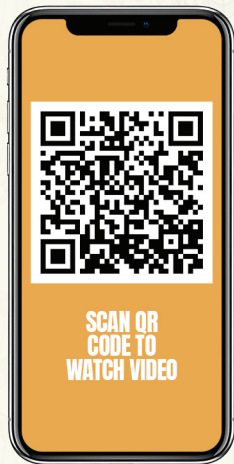
THE PARTNERSHIP EXPERIENCE

"What makes this book special is that it meets students exactly where they are; whether they're on the quieter side or more vocal, it gives them an opportunity to share in their most authentic voice. The prompts encourage them to think differently, to connect their strengths to one another, and to see how much they have in common. Topics like overcoming failure, mentorship, and community aren't extras; they're the foundation. And the research and expertise Dr. Briscoe brings from both K-12 and higher education, it is evident on every single page."

Jolanda Thompson, Salem College

"This course brought me to an entirely different dimension; it's not just about academics, it's about becoming. I came in setting goals about my entire career, and I had to learn to refocus: getting an A on next week's test is a goal too. We talk about things no other class touches; overcoming failure, building community, thriving instead of just surviving. I came here starting from the ground up, and for the first time, I have a roadmap."

First-Year Student



WHAT THIS EXPERIENCE OFFERS

1. Self-Discovery & Personal Growth

Explore your values, strengths, passions, and future vision through guided, honest reflection.

2. Resilience & Confidence Building

Develop real strategies to navigate fear, doubt, and setbacks—and make the decision to keep going.

3. Goal Setting & Strategic Planning

Create clear, actionable steps for personal and professional advancement using a purposeful framework.

4. Networking & Connections

Build meaningful relationships through mentorship, sponsorship, and intentional community.

5. Professional Impact & Legacy

Assess your influence, embrace continuous growth, and commit to living in relentless pursuit of your purpose.

CAMPUS INTEGRATION

WHERE IT FITS ON YOUR CAMPUS

The In Relentless Pursuit Workbook is dynamic and designed to integrate seamlessly across your institution in courses, programs, organizations, and student experiences. It is flexible enough to live in a lot of places on your campus:

First-Year Experience & Orientation Programs

Gives incoming students a framework for clarity and purpose from day one. The 16-week format maps directly onto a semester, making it an ideal adoption for FYE courses, orientation programming, and first-year advising programs. Students don't just learn what college is, they learn who they are becoming in it.

Student Leadership Organizations & SGA

Builds the leadership identity, not just the leadership skills. Student government leaders, organization officers, and emerging student leaders use this workbook to ground their roles in purpose, strengthen their communication and decision-making, and build the kind of self-awareness that makes them more effective for their peers.

Athletic & Sports Programs

Resilience, goal-setting, and team identity work that translates on and off the field. Student athletes engage with themes of overcoming adversity, managing high expectations, building their post-athletic identity, and leading as a teammate. Coaches and athletic directors use this as a framework for full-person development.

Upward Bound & TRIO Programs

The author has a deep passion for Upward Bound and TRIO programs, rooted in her own experience as an Upward Bound student and first-generation college graduate. This workbook was intentionally created to provide the guidance, tools, and insights she wishes she had access to, filling gaps in information and support that were not available to her during her journey.

Campus Summits & Leadership Retreats

The backbone for a meaningful, memorable campus leadership experience. Whether it's a one-day leadership summit, a weekend retreat, or a multi-day conference, the workbook gives participants something to carry forward. It transforms events from inspiration to action.

Academic Courses & Advisory Programs

Integrates directly into career development courses, college success courses, academic advising programs, and professional development curricula. Syllabi can be built around the workbook's structure. Facilitation guides are available to support instructors.

Professional Development for Student-Facing Staff

The workbook is not only for students. Advisors, counselors, resident life staff, and student affairs professionals use it to deepen their own leadership practice and to better understand the journey their students are on. It creates shared language across your campus community.



OUR COMMITMENT TO YOU

WHAT WE OFFER EVERY PARTNER INSTITUTION

We do not just hand you a workbook and wish you well. Our team is ready to support you at every stage of adoption and implementation.

Syllabus Revision or Creation

We will work with your faculty to revise existing syllabi or create new ones that integrate the workbook's framework as a primary course resource.

Custom Program Development

We design programming built specifically for your student population, campus culture, and institutional goals, from first-year seminars to athletic development programs.

Facilitation Guides

Detailed, ready-to-use facilitation guides give your instructors and program leaders everything they need to deliver a high-quality experience.

Campus Workshops & Keynotes

Dr. Briscoe and her team are available to come to your campus for keynote addresses, workshops, and sessions that bring the workbook's themes to life in real time.

Train-the-Trainer Support

We train your faculty and staff to facilitate the workbook with confidence, so the program lives beyond any single event and does not depend on the presence of the Winning on the Road Team to thrive.

Bulk Pricing

Affordable bulk pricing is available for all partner institutions. Contact us directly for a customized quote based on your program size.



LET'S GET STARTED!

Bringing In Relentless Pursuit: Forge Your Path to Success to your campus is straightforward. Here is how to get started:

Step 1 — Reach Out

Contact our team directly to share your institution's needs, your student population, and the programs you are considering. Every partnership begins with a conversation.

Step 2 — Explore the Fit

We will work with you to identify the best points of integration on your campus, courses, programs, organizations, or events and discuss what support your team needs to implement successfully.

Step 3 — Build the Plan

Together, we will create a partnership plan that includes workbook adoption and may also incorporate facilitation support, syllabus development, and additional campus programming.

Step 4 — Launch & Grow

Once your program launches, our team remains available for ongoing consultation, additional training, and continued program development as your partnership grows.





DR. RONICKA BRISCOE

Ph.D., Executive Leadership, Author,
Gallup-Certified Strengths Coach,
MBTI Certified

Dr. Ronicka Briscoe, Ph.D. is the Founder and CEO of Winning on the Road, LLC, a premier leadership development company dedicated to elevating leaders and igniting transformation through professional learning, executive coaching, original research, and customized programming. A nationally recognized

educator, scholar, and leadership strategist, she has spent nearly two decades working at the intersection of K–12 education, higher education, and leadership development as a teacher, administrator, professor, university department chair, consultant, and executive strategist. She is a Gallup-Certified Strengths Coach, Myers-Briggs (MBTI) Certified Coach, and holds a Ph.D. in Executive Leadership. Her work spans corporate organizations, higher education institutions, nonprofit communities, and student leadership programs across the country.

Dr. Briscoe is the author of the Amazon bestseller *In Relentless Pursuit: Upending the Unicorn Effect* and co-author of the Amazon bestseller *Brave Women at Work: Lessons in Leadership*. Known for blending extensive research with rich lived experience, she designs high-impact learning experiences that produce clarity, build capacity, and propel action. Her honors include Women We Admire Top Women Leaders (2024–2026), New Orleans CityBusiness Woman of the Year, and Xavier University of Louisiana 40 Under 40, among many others. *In Relentless Pursuit: Forge Your Path to Success* is her love letter to every student who arrived somewhere new, starting from the ground up, and needed a roadmap to get to the other side.

RECOGNITION & CREDENTIALS

- Ph.D. in Executive Leadership
- Gallup-Certified CliftonStrengths Coach
- MBTI (Myers-Briggs) Certified Practitioner
- New Orleans CityBusiness Woman of the Year
- Xavier University of Louisiana 40 Under 40
- Loyola Women's Leadership Academy Alumna of the Year
- Teach For America Community Leader of the Year (GNO)
- Women We Admire Top CEO
- Amazon Bestselling Author



DR. RONICKA BRISCOE

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