



Dr. AZ Habtewold



Dr. Assegid Habtewold, known as “AZ,” is a transition and transformation strategist at Success Pathways, LLC. He is committed to transforming “underdogs” to “topdogs” in the field of their choice.

Dr. AZ’s own transformation from underdog, who was born and raised in one of the poorest villages in Ethiopia, to topdog in the field of his passion is remarkable not only because he achieved it as a successful speaker and trainer both in the US and overseas but also because he created a documented process to empower others to lead the lifestyles they desire and deserve rather than settling for the underdog life they have.

After reflecting on and examining his own personal journey and continuing to study the stories of underdogs turned topdogs for more than 2 decades, AZ has architected the A to Z empowerment programs focusing on creating a duplicable process by which others can achieve their goals, realize their dreams and desires by focusing on three personal development transformation areas.

Tapping into one’s unlimited potential and becoming and staying one of the topdogs in one’s industry requires achieving personal mastery by growing constantly. The latter is the foundation to attain one’s greatness. Personal mastery starts with increasing self-awareness, managing self, and ultimately attaining self-mastery.

1

Self Awareness

Attaining greatness without self-aware is impossible. To compete with the best and become one of the topdogs in one’s field, underdogs must be self-aware to know who they truly are, their strengths, limitations, and blind spots.

2

Self Management

Without managing what one is aware, it is unlikely to experience transformation from underdog to topdog. Self control is at the center of the underdog to topdog transformation. It is a must to become great in what one does.

3

Self Mastery

Becoming one of the topdogs and staying at the top for long is a protracted and long journey that requires self mastery. The latter enables underdogs to tap into their unlimited potential, and ultimately attain greatness.

Dr. AZ offers the following services in the above three areas of focus to empower underdogs to transform their life, profession, organization, and community.

- Keynotes & Motivational Speeches
- Workshops & Webinars
- One-on-one & Group Coaching

Go to our website www.underdogtotopdog.com to learn more about the available programs.

PUBLICATIONS

Below are the 6 books **Dr. AZ** has published so far:

1. **Overcoming 1st Timer Syndrome**
2. **Unchain Your Greatness**
3. **The Highest Level of Greatness**
4. **Soft Skills That Make or Break Your Success**
5. **The 9 Cardinal Building Blocks for Continued Success in Leadership**
6. **Redefining Leadership**

Suggested questions for interview:

- What is the biggest obstacle underdogs face that may prevent them from aspiring to become topdogs?
- Who is your favorite person (s) you studied who went from underdog to topdog?
- How long does the process you teach take to begin seeing some results?
- Who can benefit from your teachings, and why?
- What should people do right away to begin achieving more?

“If you believe you deserve more in life, it’s up to you to create it.”

~ Dr. AZ

BIOGRAPHY

From humble beginnings, Dr. AZ grew up in one of the poorest villages in Ethiopia. He was the 1st in his family to graduate from college. His mother never went to school, and his dad didn’t graduate from high school. They didn’t have an indoor toilet as they grew up. They had to use an outdoor toilet and take a shower once per week in the kitchen. Nonetheless, abject poverty and his underdog status didn’t stop him from dreaming big.

AZ moved to the United States in 2005 and began his underdog journey as an immigrant struggling to adapt to the new culture and learn the American accent. Though he spoke English, he had difficulty understanding the American accent. He was also asked to repeat himself again and again because of his thick accent. Rather than giving up and playing victim, he challenged himself and worked on his accent and pronunciation, knowing that speaking proper American English as he serves people from diverse cultures was crucial for him to pursue his passion to empower underdogs like himself.

He also found himself underdog again as he was making a shift to pursue his passion. His undergraduate degree was in Veterinary Medicine followed by master’s in Computer Science. As a result, he was an underdog when he made a shift from a science & technology background into a totally different field, leadership. Regardless of the uphill battle waiting him ahead, because of the underdogs turned topdogs psychology he had developed, he went ahead to earn his doctoral degree in strategic leadership and began from scratch in a totally new industry.

Regardless of being a novice (underdog) plus a minority

and immigrant with a thick accent, he didn’t give up though it was tough for people like him to compete in this new field. Regardless of so many challenges, frustrations, and disappointments, he went all in, worked hard, and now he has become a sought-after speaker, coach, and facilitator serving leaders in some government agencies, major corporations, and community organizations in the US and overseas.

However, Dr. AZ wasn’t satisfied with achieving a personal transformation. It is painful for him to witness many underdogs desire to live life on their terms, but few ever achieve it. He finds this unnecessary tragedy created only by a lack of understanding of what it takes to go from underdog to topdog. Those few who turned from underdog to topdog were like everyone else, underdogs, before starting their rewarding journey toward greatness. They also left plenty of footprints that allowed them to experience a major transformation during their lifetime.

That is why, as a transition and transformation strategist, Dr. AZ, has made it simple and easy for anyone who desires more in life to architect a step-by-step plan of achievable goals to take themselves to the top in the profession or calling of their choice. AZ has architected some personal development programs and refined underdog to topdog empowerment principles to allow anyone who commits to follow them to create the lifestyle they desire. AZ is the author of six books, and produces a TV show, Pick Yourself Up, that airs on MMCTV channel 16, that inspire, equip, and empowers underdogs in the US and around the world.

Dr. AZ, as a typical underdog himself, is committed to serving underdogs individuals, teams, organizations, and communities that vowed to transform their status from underdog to topdog, those topdogs who would like to remain on top in what they do, and organizations that sponsor underdogs (minorities) such as:

- **Immigrants**
- **Women**
- **African Americans**
- **Disadvantageous suburban youth from diverse races and backgrounds who are left behind because of their educational background, social status, physical and mental conditions.**

CONTACT INFORMATION

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Underdog to Topdog