

James H. Osborne

*Will Your Way Back*

*How One Man Overcame Tragedy with a WINNING MINDSET*



0

## Table of Contents

1. Speaker, Rule-Breaker, Author
2. The Purpose Behind *Will Your Way Back*
3. Testimonials
4. Past Events
5. Social Media Sharing Guidelines
6. Stay Connected
7. Frequently Asked Questions
8. Digital Marketing Materials

### Who Is James H. Osborne: Speaker, Rule-Breaker, Author

James is a recreational enthusiast. He loves the outdoors. During a road cycling event in June 2007, James suffered a traumatic injury to his spinal cord in his neck due to a road cycling accident. The frame of the bicycle collapsed while James was riding 25mph. The collapsing frame dropped James straight down into the road pavement, damaging his spinal cord in the cervical spine and rendering him an incomplete quadriplegic. He has paralysis from the mid-chest down to his toes.

Given the nature of his injury, the prognosis was unknown. It was impossible to predict what lost function, if any, James might regain. “Incompletes”, like James, face a broad spectrum of recovery potential. Some never get out of a wheelchair while others have achieved independent lives with little/no accommodation.

Thus started James’ long, hard-fought recovery journey. It has been monumentally challenging work. From the early days in the hospital, James fought just to touch his forefinger to his thumb. Over days, months, and years James set his sights on “getting independent” not to be enabled by anyone or anything.

At the beginning of his recovery, James required a lot of assistance, but it didn’t mean he liked it. As the small victories and achievements began to occur, they became cumulative. The small victories turned into more massive successes to the point James can ambulate without assistance, feed and dress himself, doing all daily living activities on his own.

James achieved his hard-fought victory to become independent. He drives, works full time, exercises five days/week, and has published his first book, *Will Your Way Back*. James lives with residual deficits common among people afflicted with incomplete quadriplegia. Some of his symptoms include chronic pain, bladder incontinence, bowel challenges, spasticity, fragmented sleep, skin breakdowns, and infections. James has learned how to manage these deficits such that he can live a productive and meaningful life.

### *Tell Me About Will Your Way Back:*

*Will Your Way Back*, how one man overcame tragedy with a winning mindset, is a memoir that chronicles James Osborne's inspirational 9-year recovery from a bicycling accident that rendered him a person with quadriplegia.

#### How it Began:

James has been keeping journals for most of the last ten years and has considered writing a book for many years. It wasn't until the Summer of 2015, when former US Navy Officer of Scottsdale, AZ John Nicholas began to help James bring initial form and structure to his book. When James returned to Seattle in May 2015, his efforts paused until he met Stephanie Percy, the publicist, and owner of *OmniCreative*. Meeting Stephanie was the final nudge to move James to complete the manuscript. He circulated his document to a few publishers and ultimately partnered with *Greenleaf Book Group* of Austin, TX.

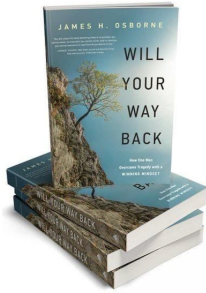
The book is open, unfiltered, real, personal and in place, leaves James feeling vulnerable. He removes the veneers, and you see all of James. Managing severe residual deficits and pain from his spinal cord injury is cruel and relentless, regardless of the severity. James wrote this book without pretension. It is genuine and authentic.

The backbone of the book is James' accident and hard-fought recovery journey. Interlaced in the book are numerous life stories, reflections, insights, and learnings that orbit around the accident/recovery.

*"My passion comes from an unwavering desire to inspire, encourage and give hope to not just those facing the consequences of this "unimaginable injury," but to reach out and touch those who may be infirmed or facing any life adversity."* – James H. Osborne



### *The Purpose of *Will Your Way Back**



Exercise and fitness were a central part of James Osborne's life throughout his adult years, offering him a place of refuge, solace, camaraderie, and hard work. James gave his all when running, skiing, cycling, rowing, or participating in various court sports. The workout and competition always brought him great joy and fulfillment...until June 2007.

Catastrophically, James was in a cycling accident and sustained a spinal cord injury that rendered him permanently disabled. As a result, his position in technology changed. And he no longer felt like an athlete. James has been relentless in his will to recover, harnessing all of his faculties to battle this condition.

Remarkably, he has regained many aspects of the functions he lost while coming to grips with this new normal. Today, he lives independently, with minimal assistance. Although his physical body significantly changed, his will to recover has allowed his body to recalibrate. He has devoted countless hours to rebuilding himself, conquering enormous obstacles with grit, determination, positive thinking, and resilience.

James has found life meaning again, and his healing message can help others. He has spoken in person at several medical conferences and on the radio, sharing his unusual and rare recovery story. His first book, *Will Your Way Back*, chronicles his remarkable story that will inspire and give hope to anyone facing life's adversity.

## Testimonials:



*“A brutally intimate account of a horrific injury and one man’s decision to beat seemingly insurmountable odds. To anyone who has suffered a devastating physical injury, Will Your Way Back is the inspirational and heart-wrenching true-story of the commitment, desire and courage to never give up and to never give in. You will close the book believing there is no problem you cannot solve, no mountain you cannot climb, no obstacle you cannot overcome to lead the life you desire to live.”*

— Wall Street Journal and New York Times Bestselling Author. and Amazon #1 Seller, of *My Sister's Grave*, Robert Dugoni



*“Inspirational. Relatable. Raw. Visual. Educational. Hopeful. Exemplary read! Almost impossible to stop reading, it is so good! You can see, feel and relate to James’ story as though you were there with him, through the entire ride to current day, willing your way back with him, every step of the way, cheering him forward.”*

— *High Tech High Touch Solutions, Inc*, CEO, speaker, and author, Ivy Meadors



*“I challenge you to read this book without having tears of appreciation for how James willed his way back from paralysis following a spinal cord injury. For anyone with a challenge, whether health or professional or marital, this book has brilliant advice and equally brilliant inspiration. You owe it to yourself to read it.”*

— Author of *Tough Man*, *Tender Chicken*, and *Business and Life Lessons from Frank Perdue*, Mrs. Frank Perdue (Mitzi)



*“The true devastation of spinal cord injury and paralysis on patients and their families remains truly underappreciated by the general public and—outside of the affected specialties—most of the medical establishment. Will Your Way Back by James Osborne vividly describes the amazing power of the human mind to bounce back from an overwhelming injury. It also shows medical professionals how much more there is to learn and do to overcome paralysis, from which over three million US citizens suffer.”*

— Spinal Surgeon at *Swedish Neuroscience Institute*, Dr. Jens R. Chapman



*“Our school’s motto is “Aspirando et Perseverando.” In “defining his terms, taking a stand, and choosing to win” in the face of an ultimate form of adversity, James has captured the essence of this motto in Will Your Way Back better than any individual I have ever known. His inspiring journey provides a powerful example—indeed a road map—for all of us of how to confront, navigate through, and overcome the most daunting challenges in our lives.”*

— Dean at Avon Old Farms School (CT), Peter Evans



*“Will Your Way Back is a memoir of James Osborne’s tenacious recovery from a severe spinal cord injury incurred in an unimaginable cycling accident. This superbly written book is intended to empower others who are adjusting to life with a disability. In telling his story, James vividly describes the impact of his injury and recovery on his identity, spirituality, and relationships. James openly unveils his doubts, fears, losses, and setbacks, and joyfully celebrates his remarkable victories.”*

— Professor of Theological and Historical Studies at Oral Roberts University, Eric N. Newberg



*“Whether fighting back from an injury or simply dealing with age-related limitations, you will benefit from James’ personal story as he describes his journey back from a near fatal bicycle accident. Will Your Way Back is a very personal story of physical and emotional recovery driven by the authors courage, tenacity, and hope.”*

— Community Nonprofit Leader and Former Retail Executive, Dennis Madsen



*“James’ book is one of the most exquisitely observed, genuine, and inspiring memoirs I’ve had the pleasure of reading. He reveals with heartfelt rawness, the painful moments and beautiful blessings he has navigated along his unexpected journey. James’ book is completely captivating, drawing you in as if you’re sitting in James’ home listening to him tell his story directly to you. It is beautifully written and truly inspiring.”*

— Owner of Omni Creative, Stephanie Percy

Past Events:

**KVI Radio Station**, Oct 2007 URL: [goo.gl/OkCEjg](http://goo.gl/OkCEjg)

CEO of *Patient Power*, Andrew Schorr, hosted James and his two attending physicians, Jens Chapman, MD, and Barry Goldstein, MD, on the radio segment, *Advances In The Treatment Of Spinal Cord Injuries*.

**UWTV**, Jul 2014 URL: [goo.gl/SvbH7r](http://goo.gl/SvbH7r)

James spoke at *University of Washington Medical Center* alongside top physicians and medical researchers in spinal cord injury. James partnered with his physiatrist Barry Goldstein, MD, to talk about *Recovery From Spinal Cord Injury: Rehabilitation Efforts*.

**SSF**, May 2016 URL: [goo.gl/FrNOIy](http://goo.gl/FrNOIy)

James participated in the *Second Annual Spine Trauma Summit* hosted by the *Seattle Science Foundation*. Moderator Jens Chapman, MD, profiled James' medical case. James also participated in a panel discussion with six other medical practitioners in this field.

**SAC**, Dec 2016

*Seattle Athletic Club* honored James as their *Inspirational Member Of The Year*. After receiving recognition, James expressed his deepest gratitude to all – members, trainers, and management – for providing exceptional support as he regains lost function and rebuilds his life.

**TEDx**, Apr 2017 URL: [goo.gl/0Bp5Fi](http://goo.gl/0Bp5Fi)

James presented “*I Choose, You Choose*,” along with 11 others at a TEDx event hosted by *Bellevue College*. His presentation discussed the power of choice, visualization, and mindfulness in making dreams come true.



Social Media Sharing Guidelines:



When mentioning the name James H. Osborne or the book title *Will Your Way Back*, please include the following:

- Use three hashtags when producing relevant written posts: #choose2win, #jameshosborne, and #willyourwayback
- Mention website: jameshosborne.com/book
- Share purchase options: softcopy or e-book, available on *Amazon* and *Barnes & Noble*
- Tag @jameshosborneauthor on *Facebook* or *Instagram*

8

Stay Connected:

**Website**

[www.jameshosborne.com](http://www.jameshosborne.com)

**Email**

[james@jameshosborne.com](mailto:james@jameshosborne.com)

**Facebook**

[www.facebook.com/jameshosborneauthor](http://www.facebook.com/jameshosborneauthor)

**LinkedIn**

<https://www.linkedin.com/in/james-osborne-6189568>

**YouTube**

[https://www.youtube.com/channel/UC\\_MHmf0zXz\\_sM-gLxPUrBHQ](https://www.youtube.com/channel/UC_MHmf0zXz_sM-gLxPUrBHQ)

**Instagram**

<https://www.instagram.com/jameshosborneauthor/>

**Book Availability:**

Amazon: <https://amzn.to/3drFdAL>

B&N: <https://bit.ly/3lyTlec>

- Paperback: \$16.95
- eBook: \$7.99
- Genre: Motivation / Sports / Self-Help  
Page Count: 348
- Publisher: Greenleaf Book Group, River Grove Books
- ISBN: 978-1632991126

## Frequently Asked Questions

- 1. What is your level of injury – be specific – an example would be, i.e., C5/6 incomplete, and when did your injury occur?**

C7 incomplete, admitted as an ASIA C. Date of Injury: June 14, 2007. I also dissected the vertebral artery from C2-T1 on the right side of my neck. It never grew back.

- 2. What specifically were you or your family told was possible for you in recovery?**

The spectrum of recovery outcome for an incomplete quadriplegic is impossible to predict - some never get out of a wheelchair while others can achieve independence. My doctors said getting upright and ambulating might be possible, but not probable. We understood that the first six months post-injury is when I would regain the most function. Typically after that, the trajectory of recovery flattens out over the next year or so. I also redeveloped fine gross motor skills, practicing hand/finger exercises.

- 3. What did you decide after you heard that?**

At night five in the hospital, I knew my life was at a fork in the road. It was the longest night of my life. Would I surrender, give in, and let the injury define me, or would I choose to give it everything I had and fight the good fight? I decided that I was going to go down the path and fight the good fight. I embraced the following mantra - define my terms, take a stand, and chose to win.

- 4. What level of recovery have you achieved?**

What was the level of recovery? A lot. Through thousands of appointments, therapy visits, MD visits, gym sessions over the last ten years, I have regained considerable fine and gross motor function, to the point I can ambulate without difficulty. Examples are being able to use trekking poles if I go outside. I can drive, work, eat, exercise, travel, and do many sports I used to do, albeit nowhere near as well. I've skied a few times, most recently at Whistler/Blackcomb; golfed on a driving range; hiked on a trail; rowed in a crew shell on the water; cycled around Mercer Island. There are a ton of victories that led up to these large ones. My fingers can do just about everything - eat, dress, floss, use chopsticks, keyboard, etc. I started motionless from the mid-abdomen to my toes. Even now, I still have considerable residual deficits.

**5. What are you going after in life?**

I am trying to have a meaningful impact on the lives of people dealing with Spinal Cord Injury (SCI) and, more broadly, anyone facing some form of adversity. I am fortunate to have published a book on 2/7/17 called *Will Your Way Back*, launched a website [jameshosborne.com](http://jameshosborne.com), have a FB presence, and presented at a TEDx event in April 2017 at Bellevue College, etc.

**6. Tells us about the message you hope to share.**

I believe I have a compelling message of hope, inspiration, and instruction that others facing similar affliction may find benefit. My recovery is a bit of an outlier. I have been a rule-breaker when it comes to what traditional medicine has long felt were typical outcomes. Based on my experience, recovery does not plateau after 1-2 years; in fact, I've had more healing in the last seven than the first three years by many folds. I believe in the brain's plasticity and ability to reorganize and adapt to traumatic physiological changes. I focus on positive outcomes by visualizing and making movies in my head of the things I want to accomplish, in great detail. It works. There are other techniques and modalities I have used that listeners may find of benefit. I also can relate to the headwinds we all face as people dealing with potential infirmities, residual deficits, depression, etc. I think your listeners may find benefit in the power of choice, which has been front/center of how I have approached recovery.



11

Digital Marketing Materials:



