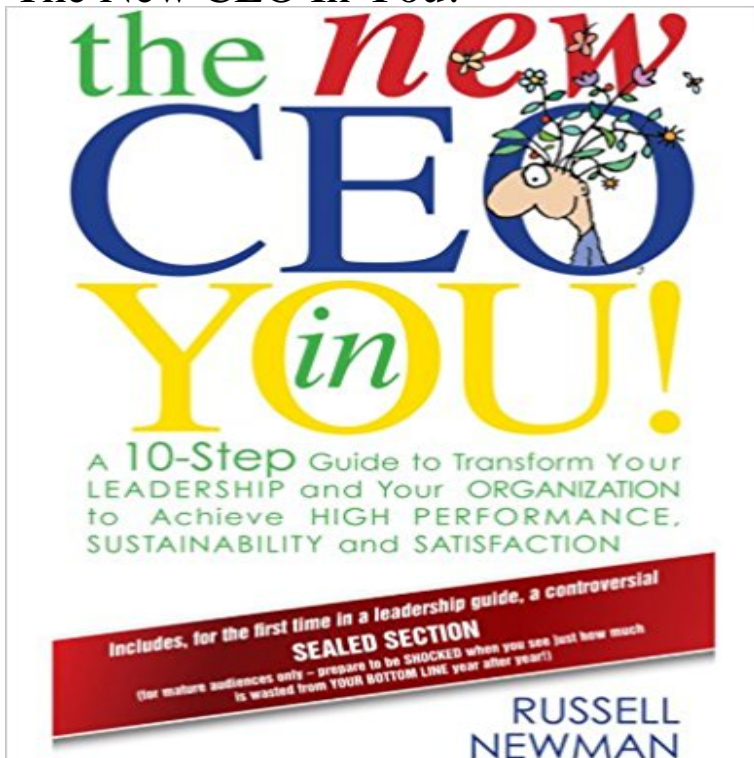


The New CEO In You!



During Russell Newman's 30 years of management, business coaching, consulting and board experience, executives have consistently confessed to him that, despite the great messages and research findings open to them, they find the presentation of leadership and management theory too complex and inaccessible, a factor inexorably contributing to the largely unchanged, inadequate leadership practices dominating business today! The last thing CEOs need in the face of growing complexity and uncertainty facing them and their organizations is ... more complexity! Most such books just sit under-utilized on their office or study shelves ... Its time to change all this! The New CEO in You! is the author's solution to what he sees as a crisis. It is a practical, step-by-step guide to a fresh understanding and simplification of the role of the CEO, and how to enable high performance, sustainability AND satisfaction. Russell carefully examines: * traditional, often outdated models for leadership, management and structuring versus newer more relevant and supple approaches fit to meet future needs * how leaders really think and behave, the dire implications, and what to do * what the latest research tells us is needed to select, develop, motivate and retain the best people, in alignment with the CEO's future strategies * common yet unrealized business practices that most likely cost you a fortune * how to reassess and effectively engage with your stakeholders * how you can build the essential support around you as you take on change * the huge differences and challenges that face tomorrow's CEOs, and how to systematically embrace them. The New CEO in You! will refocus you on the few things that really make a difference to your day and your performance. Russell has proven through the books many case studies just how much CEOs can add to

their bottom line - and their own security - by improving their leadership. And using his remarkable new formula in the exclusive Sealed Section, readers can apply their own numbers to calculate the possible recurrent savings by challenging entrenched practices and systems. Russells 10 Step model and other processes, and his conversational, accessible writing style, will guide - TRANSFORM - you and your organization towards what is most satisfying for you as leader and all your people. His core theme - for CEOs both current and aspiring - is to think and rethink more and differently about what they do and why, so that they can lead their organization to a vibrant future. And are you intrigued ENOUGH yet about just what awaits inside his SEALED SECTION?

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