



MEDIA KIT

What You Need to Know About
Lessons from Leaders

info@lessonsfromleadersbook.com

919.335.8763

LESSONSFROMLEADERSBOOK.COM

LESSONS
FROM 
LEADERS™

AUTHOR BIOS

PRIMARY CONTACT

For inquiries regarding
Lessons from Leaders, contact:

Suzie Bishop

Suzie.Bishop@situational.com

info@lessonsfromleadersbook.com

lessonsfromleadersbook.com

919-335-8780

CONTENTS

Author Bios

About

Product Details

Synopsis

Endorsements

Excerpts

Sample Interview Questions

Press Release

Marshall Goldsmith, PhD

Marshall Goldsmith is a Thinkers50 #1 executive coach and *New York Times* #1 best-selling author of *Triggers*, *Mojo*, and *What Got You Here Won't Get You There*.

Marshall@MarshallGoldsmith.com

marshallgoldsmith.com

Sam K. Shriver, EdD

Sam Shriver is the executive vice president of thought leadership and training transfer at The Center for Leadership Studies and the author of *From Coach to Coach* and *The Four Moments of Truth*. He received his BS from the United States Coast Guard Academy, MBA from Pepperdine University, and EdD from North Carolina State University.

Sam.Shriver@situational.com

situational.com

Kathy McDermott

Kathy McDermott is a managing partner at Global Coaching Alliance and the founder of McDermott & Associates Coaching, LLC. She has over twenty-five years of active experience as a corporate leader with Merck, Astra Merck, and AstraZeneca. Kathy graduated summa cum laude from Gwynedd Mercy University.

kathleenmcdermott@verizon.net

ABOUT

At a time when leadership has never been more in demand, *Lessons from Leaders* will resonate with readers who are looking for practical, tangible strategies they can implement to make changes that matter.

The fifteen leaders* that were interviewed for this book span a wide spectrum of diverse backgrounds and careers, including civil rights, military, religious and political leaders, coaches, corporate and L&D leaders, and c-suite executives.

All the leader interviews were based on the same nine questions, and although their stories are vastly personal and different, the common themes that emerged define the essential skills and characteristics of extraordinary leaders.

Each lesson chapter in the book is an easy, entertaining read with an author introduction, the leader's personal story, and structured reflection and application exercises. This format delivers a valuable and satisfying combination of storytelling and actionable learning—a unique, alternative offering in the category of leadership books.

LESSONS FROM LEADERS INTERVIEW QUESTIONS:

1. How do you define leadership?
 2. When did you first recognize or experience leadership?
 3. Who are your personal leadership role models?
 4. How have your role models influenced your leadership journey?
 5. What role does leadership play in an organization's success?
 6. How do you identify and develop leaders?
 7. Think about your first management experience. What challenges did you come across and what lessons did you learn?
 8. If you could share one leadership tip or piece of advice for managers, what would that be?
 9. What do you want to be known for?
-

* See the entire list of leaders in the Book Excerpts section of this media kit.

SYNOPSIS

PRODUCT DETAILS

Title: *Lessons from Leaders Volume I: Practical Lessons for a Lifetime of Leadership*

Authors: Marshall Goldsmith, PhD;
Sam K. Shriver, EdD;
Kathy McDermott

Pre-Order Date: November 22, 2020

Release Date: January 26, 2021

Available at: Amazon,
Barnes & Noble, and the
Ingram® Catalog

ISBN: 978-0-931619137 (paperback)
978-0-931619144 (ebook)

Retail Price: \$19.99

Genre/Subgenre:

- BUSINESS & ECONOMICS / Leadership
 - SELF-HELP / Motivational & Inspirational
-

Everything a leader does matters. Anyone who has ever experienced the impact of poor leadership understands the significance of effective leadership. When a leader is doing the right things, we may not recognize every action or characteristic as “leadership” in the moment, but we can feel it. So how do we model that behavior?

The authors of *Lessons from Leaders* distill decades of experience from fifteen remarkable leaders into a collection of entertaining stories that will inspire and guide readers to transform the way they lead. Not based on one voice or perspective, this book features a diverse spectrum of leaders from all walks of life. Some are more recognizable than others, but their lessons are uniquely relatable and compelling.

The candid and illuminating accounts of each leader’s vastly different personal leadership journey—the people and experiences that shaped their beliefs, practices, and priorities—reveal the essential skills and characteristics that define extraordinary leadership.

Lessons from Leaders is not steeped in theory or complexity but is grounded in personal truths that paint a consistent picture of who a leader is and what a leader does. Each chapter includes an actionable leadership lesson that outlines steps the reader can take to reflect and apply meaningful insights.

Not a book that will be read once and put on the shelf, leaders at every level will want to highlight enduring takeaways, make notes in the margins, and use *Lessons from Leaders* as a compass to guide their journey to becoming an extraordinary leader.

ENDORSEMENTS

"*Lessons from Leaders* is a gem of a book. Goldsmith, Shriver, and McDermott have mined the experience of fifteen exemplary leaders, and the learnings they share inspire, inform, and invigorate. In every chapter, there are bright nuggets of wisdom, practical tips to apply, and insightful questions to ponder. It's like having a collection of masters on call."

— **Jim Kouzes**, coauthor of the best-selling *The Leadership Challenge* and Fellow of the Doerr Institute for New Leaders, Rice University

"The lessons in this wonderful book come from leaders who use the power of their position, connections, and expertise as well as the personal authority they've built by earning the trust of those around them. We need every one of these lessons right now!"

— **Sally Helgesen**, author, *How Women Rise*, *The Web of Inclusion*, and *The Female Advantage*

"*Lessons from Leaders* is a personal, practical, and entertaining account of how to become an extraordinary leader!"

— **Mark Thompson**, *New York Times* best-selling author and world's #1 executive coach

"*Lessons from Leaders* shares incredible wisdom and life experiences from exceptional leaders. It will inspire and educate us all!"

— **Marilyn Gist**, PhD, author, speaker, and educator

"*Lessons from Leaders* is an extraordinary compilation of the leadership journeys of 15 inspiring and exceptional leaders. Enjoy their stories while you learn practical lessons that will make a huge difference and change the way you lead forever!"

— **Sarah McArthur**, author and editor, Amazon #1 new release *Work Is Love Made Visible*

"An inspiring book that will transform the way you lead forever."

— **Dr. Tasha Eurich**, *New York Times* best-selling author, *Insight and Bankable Leadership*

ENDORSEMENTS

"Nothing improves your leadership like experience. Since you can only experience so much yourself, learning from a range of experienced, successful leaders is essential. *Lessons from Leaders* brings you just that. Common threads through all of their stories teach fundamentals. Unique elements teach you what a leader brings him or herself because leadership is personal. *Lessons from Leaders* brings you masters to learn from."

— **Joshua Spodek**, PhD, MBA, author, *Leadership Step by Step* and host, *This Sustainable Life* podcast

"I grew up with hard, 'tough-love' leaders. They taught me no matter what was going on around me, I should always 'do my best.' In so many different ways and from so many different voices, *Lessons from Leaders* not only reinforces that message but also provides specific direction on how to do it. Timely advice given everything we have been through in 2020."

— **Chenille Pennix**, line chef, Old Chatham Golf Club

"The following compilation of insights, gathered from an array of leaders playing different roles across society over the past few years, points to some of the ageless principles leaders everywhere need to stay in touch with during these truly challenging times. If you are a leader who is up to something big in this world, you would be wise to, at the very least, disrupt yourself by taking on some of their ideas."

— From the Foreword by **Sandy Ogg**, founder, CEO.works

EXCERPTS

CONTRIBUTORS (PAGE XV)

David Brennan—CEO and executive director of AstraZeneca PLC from 2006-12 who spearheaded the transformation of the pharmaceutical giant into the realm of biologics.

Daryl Davis—award-winning musician who became a civil rights activist and best-selling author; credited with personally transforming the thinking of over 200 card-carrying Ku Klux Klan (KKK) members.

Madeleine Dean—the first of four women elected to Congress in 2018 from Pennsylvania; has a track record of passion on issues like addiction prevention, equal rights, and gun violence.

Jim Duncan—one of the Top Ten Sales Professionals in America, as identified by *Fortune Magazine*; helped grow computer leasing giant Comdisco from \$60 million in annual revenue to over \$4 billion.

Clarissa Etter-Smith—a courageous senior leader in a variety of Fortune 50 organizations. She advances people and causes and can always be counted on to say and, much more importantly, do “the right thing.”

Ann Herrmann-Nehdi—chairwoman of Herrmann, a technology company that helps individuals and organizations worldwide understand their thinking to unleash hidden cognitive potential.

Frances Hesselbein—former Girl Scouts of the USA CEO, Presidential Medal of Freedom recipient with twenty-two honorary doctoral degrees, editor of the *Leader to Leader* journal, and chairman of the Hesselbein Forum at the University of Pittsburgh.

Jim Yong Kim—Korean American physician and anthropologist who was the twelfth president of the World Bank, seventeenth president of Dartmouth College, and the co-founder of Partners in Health.

Justin Morgan—progressive pastor of an innovative and rapidly growing church who is leading positive change in a historically traditional space.

Alan Mulally—aeronautical engineer who became an executive vice president of The Boeing Company, a CEO of Boeing Commercial Airplanes, and president of Boeing Information, Space, and Defense Systems before becoming the CEO of the Ford Motor Company where he orchestrated one of the most prolific turnarounds in corporate history.

EXCERPTS (CONTINUED)

Sheila Simon—professor of law and the former trailblazing lieutenant governor of Illinois who is the daughter of former U.S. Senator Paul Simon and State Representative Jeanne Hurley Simon.

Nancy Singer—global leadership development executive for an elite Fortune 50 company for much of her career; considered a true pioneer and champion for women in leadership.

Patrick Stokes—high school history teacher and football coach who figured out what he wanted to do with his life as a teenager and has gone on to shape the lives of kids ever since.

Pat Summitt—Hall of Fame women’s basketball coach who won eight national championships, an Olympic gold medal, the Presidential Medal of Freedom, and The Arthur Ashe Courage Award.

Brett Williams—retired U.S. Air Force major general, director of operations U.S. Cyber Command, F-15 fighter pilot, co-founder and COO of IronNet cybersecurity, established keynote speaker and coach.

INTRODUCTION (XXI)

“The one thing every chapter in this book has in common is that it tells a story about a leader—someone who has taken the process of effectively influencing others seriously during their careers and has learned lessons along the way that have the potential to be instructive for us all.”

FRANCES HESSELBEIN: MISSION-FOCUSED (PAGE 12)

In Hesselbein’s eyes, “To serve is to live.” We must always seek opportunities to serve and support others. In that regard, Hesselbein believes that we should respect the views of protestors. “Whether you stand up, or sit down, or lie down, we have to be able to say to protestors, ‘We appreciate the way you feel,’” says Hesselbein. “I think respect for all people has to be the most powerful message.”

JIM YONG KIM: UNLOCKING POTENTIAL WITH HUMILITY (PAGE 49)

“If you are really serious about leadership, you must understand that your facial expressions are not your own anymore,” Kim points out. A leader has the responsibility to show the organization that “I’m up. I’m positive. I believe in my mission. I love what I’m doing. I have great faith in you,” explains Kim. “That’s a lesson that’s just burned into my soul.”

EXCERPTS (CONTINUED)

ALAN MULALLY: TO SERVE IS TO LIVE (PAGE 67)

"I can't get enough of the less effective leaders and understanding where they're coming from," he says. It's been well-documented that the biggest problem everybody has in their organization—and one of the top reasons they eventually leave—is their boss. With an ineffective leader, the subordinates are "... stuck in the middle of this bureaucracy and they're playing politics. It's confusing and they're not authentic. They're scared."

DARYL DAVIS: INFLUENCING CHANGE THROUGH OPEN COMMUNICATION (PAGE 106)

"I have this theory," says Davis, "that when two enemies are talking, they are not fighting. They're talking. They might be yelling and screaming and beating their fists on the table to make a point, but at least they're talking. It's when the talking ceases, when the conversation ceases, that the ground becomes fertile for violence. So, we want to keep the conversation going. If you spend five minutes with your worst enemy, you will find something in common."

ANN HERRMANN-NEHDI: FOSTERING A LEARNING MINDSET (PAGE 125)

"You've got to be able to step into that zone of discomfort. That is a sign of learning but so many people don't like stepping into it and they certainly don't want other people to see them stepping into it." Herrmann-Nehdi's mentor helped her stretch her thinking by reframing discomfort as an advantage: "Your comfort zone can be your danger zone unless you continuously step outside to stretch."

PAT SUMMITT: WINNING IS NOT THE POINT! (PAGE 213)

"The game is never over. No matter what the scoreboard reads, or what the referee says, it doesn't end when you come off the court. The secret of the game is in doing your best. To persist and endure, 'to strive, to seek, to find, and not to yield.'"

SAMPLE INTERVIEW QUESTIONS

1. What prompted the idea for the book?
2. Describe the process that you followed to write *Lessons from Leaders*.
3. How is this book different from the countless other leadership books on the market?
4. Why do you think *Lessons from Leaders* is important right now?
5. How did you select the fifteen leaders that were interviewed for this book?
6. How can readers learn more about the individual leaders featured in the book?
7. Who should read this book and why?
8. Reflection or application exercises are not usually a foundational element of a leadership book in this category. Why did you take that approach in *Lessons from Leaders*?
9. From the list of questions that were used to interview the leaders in this book, which are the most compelling or meaningful to you?
10. When did you first recognize or experience leadership?
11. Who were your personal leadership role models?
12. How have your role models influenced your personal leadership journey?
13. Where can our audience get their copy of *Lessons from Leaders*?
14. What plans are in the works for *Lessons from Leaders Volume 2*?

PRESS RELEASE

FOR IMMEDIATE RELEASE

New Leadership Book Brings Together 15 Iconic Perspectives from Across the Globe

*Compelling Stories from Influential Leaders are Collected in a
New Anthology from Goldsmith, Shriver, and McDermott*

CARY, NC - DECEMBER 3, 2020 - Available for pre-order, *Lessons from Leaders* is coauthored by a trio of thought-leaders and renowned authors: Marshall Goldsmith, PhD; Sam Shriver, EdD, and Kathy McDermott. The authors distill decades of experience from fifteen remarkable leaders into a collection of entertaining lessons that will inspire and guide readers to transform the way they lead. The book will be released by Leadership Studies, Inc. on January 26, 2021 and is available now for pre-order through a variety of retail and online partners, including; Amazon, Barnes & Noble, Apple Books, and more.

In a time where leadership has never been more in demand, this book will resonate with readers who are looking for practical advice and actionable strategies that will help them make a difference.

A unique combination of high-profile leaders, including Alan Mulally, Frances Hesselbein, Jim Yong Kim, Pat Summitt, Daryl Davis, and others along with up-and-coming leaders with fascinating stories, *Lessons from Leaders* culminates in a compelling anthology of life and leadership lessons that are sure to inspire and engage readers of all ages and life stages.

Key distinctions that make *Lessons from Leaders* a unique addition to the category of leadership include:

- The book provides an enjoyable and valuable mix of storytelling with structured reflection and application.
- The leaders interviewed for this book span a wide spectrum of diverse backgrounds and careers, including civil rights, military, religious and political leaders, coaches, corporate and L&D leaders, and c-suite executives.
- Each chapter includes an actionable Leadership Lesson that outlines steps the reader can take to reflect and apply meaningful insights.

PRESS RELEASE (CONTINUED)

"*Lessons from Leaders* is a gem of a book. Goldsmith, Shriver, and McDermott have mined the experience of fifteen exemplary leaders, and the learnings they share inspire, inform, and invigorate. In every chapter, there are bright nuggets of wisdom, practical tips to apply, and insightful questions to ponder. It's like having a collection of masters on call."

— **Jim Kouzes**, coauthor of the best-selling *The Leadership Challenge* and Fellow of the Doerr Institute for New Leaders, Rice University

Lessons from Leaders is available anywhere books are sold.

For more information visit: www.lessonsfromleadersbook.com

Email: info@lessonsfromleadersbook.com

Twitter: <https://twitter.com/LessonsFromLDRS>

LinkedIn: <https://www.linkedin.com/company/lessons-from-leaders>

Facebook: <https://www.facebook.com/LessonsfromLeaders>

###