

Discover how Vision, Alignment, and Execution will change the way you lead!

The Work of Leaders distills leadership best practices into a simple, compelling process that helps leaders at all levels get immediate results.

THE WORK OF LEADERS: AUTHOR EVENT

You're invited to join *The Work of Leaders* co-author Julie Straw as she shares how the simple, compelling process of **crafting a vision, building alignment, and championing execution** provides leaders at all levels with tangible steps to get immediate results.

Drawing from top leadership authorities, leveraging research data from thousands of leaders and followers, and incorporating real-world scenarios and feedback from hundreds of organizational development consultants, *The Work of Leaders* makes leadership accessible to anyone who wants to be a better leader.

You'll get a high-level overview of the *Work of Leaders* model from the author, and she'll answer your questions about the book and the model. Plus you'll get your own signed copy of *The Work of Leaders* book! (\$24.95)

PRAISE FOR THE WORK OF LEADERS

The Work of Leaders is a **bright gem of a book**. In a crystal clear and to-the-point style, the authors make leadership instantly accessible with a memorable model, rock solid fundamentals, original research, compelling stories, and highly practical tips for putting the principles to immediate use. There are **invaluable lessons on every page**, and you'll enjoy discovering each one. We highly recommend *The Work of Leaders* to anyone who aspires to make extraordinary things happen in organizations."

—JIM KOUZES AND BARRY POSNER,
authors of the bestselling
The Leadership Challenge

"*The Work of Leaders* integrates the three essential ingredients to a best-selling treatise: a research-based framework, plenty of pragmatic advice, and an extremely engaging style and format. **A must-have toolkit for any leader** navigating the unpredictable global economy."

—DR. STEPHEN L. COHEN,
founder and principal,
Strategic Leadership Collaborative

ABOUT JULIE STRAW



As a Vice President at Wiley, Julie Straw oversees a network of more than 1,800 trainers, coaches, and consultants. Her ability to connect and engage people is one reason why so many leaders have profited from the research in this book. She has a genuine talent for taking a new idea and helping people see how it can make a difference in their lives. Julie is a frequent

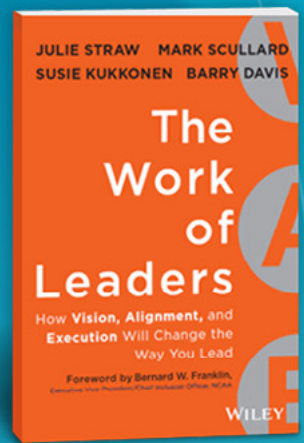
speaker at national conferences and seminars, and is also author of *The 4-Dimensional Manager*.

EVENT DETAILS

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|---------------------|--------------------|---------|
| Dallas, TX | September 13, 2013 | 8–10 am |
| Minneapolis, MN | September 17, 2013 | 8–10 am |
| Atlanta, GA | September 26, 2013 | 8–10 am |
| Oak Ridge, TN | October 1, 2013 | 8–10 am |
| Vienna, VA | October 8, 2013 | 8–10 am |
| King of Prussia, PA | October 9, 2013 | 8–10 am |
| Sacramento, CA | October 29, 2013 | 8–10 am |
| Irvine, CA | October 30, 2013 | 8–10 am |
| Chicago, IL | November 7, 2013 | 8–10 am |

HOW TO REGISTER

Contact your Everything DiSC® Authorized Partner directly for registration details. See below for contact information.



“The Work of Leaders shows you how to create a thriving organization by setting a vision and then collaborating with your people to guide your company to success. It is the strategic tool you need to move your business forward, with imaginative writing and a practical approach you can use right away.”

—TOM McKEE, CEO,
The Ken Blanchard Companies

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