



BERRETT-KOEHLER PUBLISHERS

235 Montgomery Street, Suite 650
San Francisco, CA 94104-2916
Fax 415.362.2512
www.bkconnection.com

Ken Lupoff, Senior Publicity Manager
Phone: 415.743.6469 Email: klupoff@bkpub.com
Tiffany Lee, Publicity Assistant
Phone: 415.743.6477 Email: tlee@bkpub.com

For Immediate Release

Your Leadership Legacy

The Difference You Make in People's Lives

By Marta Brooks, Julie Stark, and Sarah Caverhill

If you influence change in the lives of those around you, you are engaged in an act of leadership. Your leadership legacy is the sum total of the difference you make in people's lives, directly and indirectly, formally and informally.

Why should you care about your leadership legacy? Because, you are going to leave a leadership legacy whether you want to or not. As a leader, you will impact your people and they will take what they learn forward into the future of your organization. But a positive legacy doesn't just happen. What you control is the way you live and do things now. The challenge is how to live in a way that creates a legacy that will make a positive difference in the lives of those around you.

Leadership Legacy: The Difference You Make in People's Lives is a parable that challenges leaders to take responsibility for the lasting impact their actions can have, for better or for worse. The authors spent five years speaking to a cross-section of men and women from all walks of life, asking them who had left an indelible impression in their lives and, more importantly, why. They drew on this research to develop three leadership imperatives that any leader can follow to create a lasting positive legacy. They reveal these imperatives through the story of Doug Roman.

Doug is a brash, thirty-something CEO, heir-apparent to a company called Mooseland Stoneware. He assumes he will just waltz into the job after the death of the former CEO, his beloved Aunt Nan. But Aunt Nan has a posthumous surprise for him. She leaves behind a detailed letter telling him that he must first embark on a journey to learn the leadership imperatives that will prepare him to live his leadership legacy. He can only become CEO if, six months later, Mooseland's board of directors unanimously agrees that he has indeed understood and begun to master these leadership imperatives.

As readers accompany Doug, they learn that leaving a lasting legacy is about more than just professing values—they must demonstrate them by the way they live. While there are many books that help leaders define their values, there is very little written to help them figure out how to live them courageously. *Your Leadership Legacy* shows leaders that the legacy they live is the legacy they leave.

More...

“Your Leadership Legacy provides a powerful lesson for everyone in a leadership role! It clearly conveys that your legacy is not what you do, but what your impact is on others. It's an insightful book that should be required reading for all leaders!”

—Rod Odom, President, BellSouth Network Services

“If all you want to do is build a profit machine, buy another book. But if you want to stand for something you can be proud of, read this now.”

—Michael P. Krasny, Chairman Emeritus and Founder, CDW

“Your Leadership Legacy provides you with sound advice in helping make your life one that is whole, meaningful, and memorable. Read it, then read it again.”

—Harry Paul, Co-author, *FISH! A Remarkable Way to Boost Morale and Improve Results*

“This book is built around the unique vision of ‘What makes a person unforgettable?’ I couldn't put it down.”

—Janet Callif, V.P. Merchandising Luxottica Retail (Lens Crafters and Sunglass Hut)

“Your Leadership Legacy does something bodacious - it dares and motivates you to rise to your best self to create real meaning in business and life.”

—Mary Foley, Author, *Bodacious! Career: Outrageous Success for Working Women*

MARTA BROOKS is a Senior Consulting Partner with The Ken Blanchard Companies. In her 12 years in this position, she has been responsible for management and organization development for companies worldwide.

JULIE STARK is a Senior Multimedia Instructional Design Specialist with Luxottica Retail. Julie develops training solutions for managers and associates at all levels of the organization.

SARAH CAVERHILL currently holds the position of East Coast Director for The Ken Blanchard Companies. She has been with The Ken Blanchard Companies for 8 years, serving as a Senior Consulting Partner for 7 of them.

Your Leadership Legacy: The Difference You Make in People's Lives

By Marta Brooks, Julie Stark, and Sarah Caverhill

Published by Berrett-Koehler Publishers, Inc.

ISBN: 1-57675-287-9

Cloth

\$19.95

Number of Pages: 96

Publication Date: May 2004