

PRESS RELEASE

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FOR IMMEDIATE RELEASE

SPEAK THE TRUTH AND POINT TO HOPE

New Book Provides Roadmap for the Journey to Leadership Maturity

Hundreds of millions of dollars are spent on leadership development each year. Yet young professionals are not learning how to become mature, evolved leaders. Business schools, best-selling business books, and executive trainers too often teach people *how to manage*, rather than *how to lead*. Moreover, we don't see the mature leaders out there who could serve as role models. As a consequence, there is an infatuation with get-rich-quick schemes and short-term fixes rather than with building genuine value.

Lisa J. Marshall, a twenty-year executive coach, says it's time to radically change the conversation. We need to shift our focus away from the latest management fad and instead begin to ask, What makes a great leader? What does it mean to be called to lead? What does mature leadership look like?

In her highly original and thought-provoking new book, *Speak the Truth and Point to Hope: The Leader's Journey to Maturity* (Kendall/Hunt, 2004, ISBN 0757508235, \$25.95, 278 pages), Marshall uses the framework of the archetypal hero's journey to show ordinary workplace managers the steps to take as they embark on their own extraordinary business and personal journeys to mature leadership. Along the way, she shows leaders how to create a compelling success story that engages and inspires their people, making them want to commit to the journey as well.

Marshall developed her groundbreaking approach to leadership by studying and conversing with fifty leaders in diverse fields of organizational and personal change—from CEOs to school superintendents, dance troupe founders and decorated military officers to nonprofit-organization directors and government officials, judges to street-gang leaders—to understand the mature leader's journey and identify useful tools and strategies for navigating it.

Readers learn:

- **How to use stories:** Learn to construct a reality that they and others in their organization want to be part of
- **How to create a meaningful story:** Five linguistic elements of a compelling success story
- **How to prepare for the leadership journey:** Three qualities of a leader and three ways in which a leader behaves
- **How to recognize, feel, and accept the call to action:** The twin gifts of clarity and compassion
- **How to face down personal monsters:** Four realms of leadership maturity and the challenges that lurk within each one
- **How to accept radical change within oneself:** Four challenging milestones along the journey to true mature leadership

Drawing from her many years of experience conducting maturity leadership seminars and coaching executives in Fortune 500 companies, government agencies, and foreign corporations, Marshall shares **powerful get-started tools** for leaders who are ready to answer their own call to action, including a **ten-step guide for exploring mature leadership** and **discussion formats for launching leadership maturity conversations** within one's organization.

This book offers a powerful new way to think about leadership, and it will inspire managers to reach new levels of personal development and soar to new heights of success as they come to understand their own leadership journey story.

LISA J. MARSHALL is a best-selling business author and the president and founder of The Smart Work Company, an executive coaching firm that specializes in creative leadership development using the power of story as a tool for cultural change and individual growth. She has coached individuals and teams at such firms as NASA, Intel, USDA, and Taiwan Semiconductor. A nationally recognized authority on leadership maturity, she has written extensively on the subject and she speaks regularly at training seminars and conferences worldwide.

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