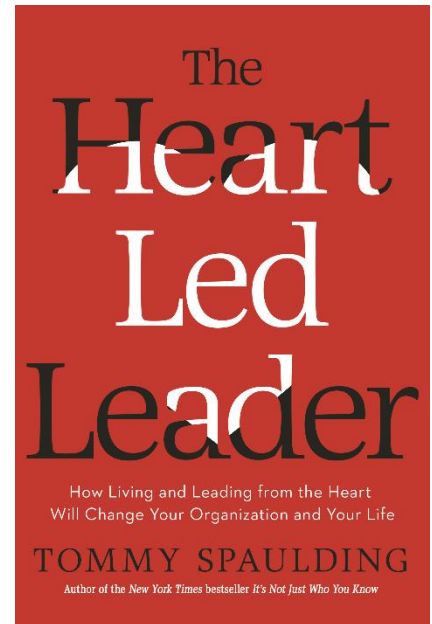


THE HEART-LED LEADER

How Living And Leading From The Heart Will Change Your Organization And Your Life

By Tommy Spaulding
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"This book holds the keys to driving bottom line results through Heart-Led Leadership. These stories will challenge you to balance your bright mind with an engaged heart – to deliver extraordinary results."
--Cheryl Bachelder, CEO, Popeyes Louisiana Kitchen, Inc. and author of Dare To Serve

"A rare book written from the heart, with inspiring examples of leaders who win by putting others first."
--Adam Grant, Wharton professor and New York Times bestselling author of Give And Take

"The Heart-Led Leader wonderfully proves that love and leadership are not only deeply interconnected, but the seeds for extraordinary results."
--Dylan Taylor, Global COO, Colliers International

THE HEART-LED LEADER

Proof Positive That Love And Results Are Two Sides Of The Same Coin

Leaders today know that to attract and retain top talent and to earn loyal and lifelong customers, they must have genuine concern for others. But they also have to deliver results. In **THE HEART-LED LEADER: How Living And Leading From The Heart Will Change Your Organization And Your Life**, inspirational leadership speaker and bestselling author Tommy Spaulding documents how leaders can deliver both.

Through real life examples, Spaulding proves over and over that Heart-Led Leadership is the leadership philosophy to emulate:

- *Tee Green built a medical software company that was so valued for its heart-led leadership that when it was purchased for \$644 million and merged with a company six times its size, the new company retained the Greenway Health name and kept Green as the CEO.*
- *Cheryl Bachelder took over a restaurant chain struggling with a long history of declining sales and profits and used Heart-Led Leadership to help grow its stock price by 450 percent over six years placing it in the top 7 franchises worldwide.*

- *Walt Rakowich led one of the greatest turnarounds in Wall Street history using the principles of Heart-Led Leadership to get investors, partners and customers to support his bold plan.*
- *Chris Warner used Heart-Led Leadership to get a team of mountain climbers to the top of K2, where nearly 25 percent of summit attempts end in death, becoming one of only eleven Americans to ever stand on the peaks of the world's two highest mountains, Everest and K2.*

According to **THE HEART-LED LEADER**, companies that focus on servant leadership enjoy increased sales, higher profits, greater employee engagement, reduced turnover, stronger teams, more efficient operations, and more consistent innovation. They also change the lives of everyone they touch.

"Results don't come from numbers and spreadsheets," says Spaulding. "People are the primary drivers of results in any company. That's why Heart-Led Leadership delivers extraordinary results; because it engenders passionate teams that believe in the mission, provide discretionary effort and model heart-led leadership for others."

THE HEART-LED LEADER shares decades of experience from CEOs, Olympians, entrepreneurs, educational leaders, sales executives, coaches, rock stars, astronauts, mountain climbers, and prison wardens. Heart-Led Leaders are transforming nonprofits, start-ups, schools, faith-based organizations, small businesses, and Fortune 500 companies.

Spaulding's goal is to integrate "hard" leadership skills (strategy, metrics, and finance) with what are often called "soft" leadership skills (marketing, sales, and leadership). While business schools and traditionalists have often dismissed people skills, Spaulding believes they are, in fact, the most important skills a leader can possess.

Each chapter in **THE HEART-LED LEADER** represents one inch in the Heart-Led journey – an 18-inch journey from the head to the heart. Readers will be transformed by the stories Spaulding shares and will understand that Heart-Led Leadership produces extraordinary love-driven results.

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About the Author

Tommy Spaulding is founder and president of Spaulding Companies, a leadership-development consulting firm based in Denver, and the author of the *New York Times* bestselling book *It's Not Just Who You Know*. Co-founder of The Center for Heart-Led Leadership, Spaulding consults with and speaks to businesses, associations, and organizations across the country. For more information please visit TommySpaulding.com.