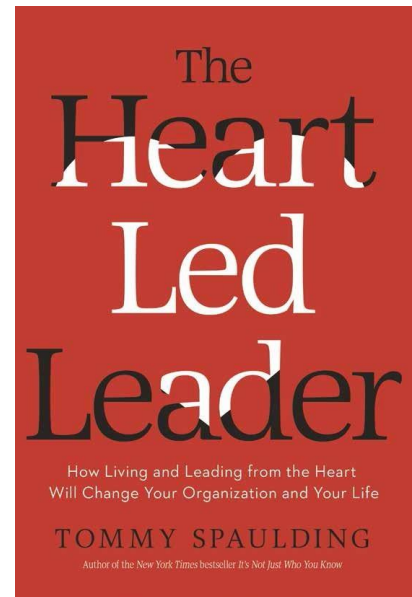


Advanced Acclaim for:

# THE HEART-LED LEADER

*How Living and Leading from the Heart  
Will Change Your Organization and Your Life*

by *New York Times* Best Selling Author  
Tommy Spaulding



"The Heart-Led Leader is full of heart - and full of stories about real leaders whose courageous examples will inspire you. If you put the principles in this book into practice, it will not only change your life and your organization, but also make the world a better place."

**Daniel H. Pink**, author of *Drive* and *To Sell is Human*

"I'm a big fan of Tommy Spaulding. Why? First, because he and I are both believers in heart-led leadership. Like servant leadership, it's all about love and service to others. Also, Tommy is a great storyteller—and he has filled this book with true, inspiring stories about heart-led leaders. The Heart-Led Leader is a book after my own heart."

**Ken Blanchard**, coauthor of *The New One Minute Manager*®

"I will be a better leader having read this book and it has solidified in my HEART forever that who I am matters the most – especially to the people who choose to follow me."

**Donnie Smith**, President & CEO, Tyson Foods

"One of my dad's favorite sayings was, 'If you fall in love with your work you will never have to work again.' He repeated it often because he knew that love is not only the key to a fulfilling career; it's a catalyst for continued success in business. In *The Heart-Led Leader*, Tommy unpacks this truth and, through real-world examples, clearly illustrates his own explanation, that, 'Love and results are not opposites. They are two sides of the same coin.' I strongly recommend this book to anyone looking to become a better leader, in the most effective way."

**Dan T. Cathy**, Chairman & CEO, Chick-fil-A

18 "The most important journey you can make is a mere 18-inches in length... from your Head to your Heart. Tommy Spaulding shows us how important it is to add 'love' to your leadership style. The Heart-Led Leader is a 'must read' for everyone. The lessons in this book will change you, change your organization and most definitely change the world."

17 **Margaret M. Kelly**, former Chief Executive Officer, RE/MAX World Headquarters

16 "A powerful read that can profoundly change the way you approach leading any team. The inspiring stories in The Heart-Led Leader give clear examples of how others have transformed their companies by leading with the heart. A must read for everyone in my organization."

15 **John Ruble**, Global VP - Sales Operations & Talent Development, Marriott Vacations Worldwide

14 "The Heart-Led Leader will not only help you become the person you want to be – it will help you become the person that you know you should be. Follow Tommy's lessons and it will not only change your life, but those that you serve and lead."

13 **Marshall Goldsmith**, *New York Times* bestselling author of *Triggers*, *MOJO* and *What Got You Here Won't Get You There*

12 "The Heart-Led Leader brilliantly captures the essence of building extraordinary teams: the matrix of caring and unselfish, trust-your-life relationships. Flawless performance matters in human spaceflight, but at the end of the day heart-guided leadership is what really drives mission success."

11 **Colonel Rick Searfoss**, Astronaut and Space Shuttle Commander, author of *Liftoff*

10 "This book holds the keys to driving bottom line results through what Tommy Spaulding calls, Heart-Led Leadership. These stories will challenge you to balance your bright mind with an engaged heart – a leadership approach that will help you love those you lead."

9 **Cheryl Bachelder**, CEO, Popeyes Louisiana Kitchen, Inc. and author of *Dare to Serve*

8 "Tommy Spaulding teaches us in his new book, *The Heart-Led Leader*, what I have always believed and practiced, which is, you must go through the heart to reach the brain. Leaders who practice this approach will achieve far greater results and leave a legacy of excellence in all parts of their life."

7 **Lee Cockerell**, Former Executive Vice President, Walt Disney World® Resort and author of *Creating Magic*

6 "There are few differentiators left in business. In "The Heart-Led Leader" Tommy Spaulding explores how leaders who lead with heart not only create work places that are inspiring but that deliver superior results. If you want to become a better leader you need to read this book!"

5 **Chester Elton**, *New York Times* bestselling author of *The Carrot Principle*, *All In*, and *What Motivates Me*

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"Inspiring and persuasive. Tommy gives real-life examples on how leaders have changed their lives, their businesses and their communities, by living their principles of leading through the 'heart.'"

**Hoyt Jones**, President, Jersey Mike's Franchise Systems, Inc.

"The real-life examples of "Heart-Led Leadership" are not only inspiring but could be a game changer in our lives and in our organizations if put into practice. Tommy's philosophy of connecting with and caring for others is the key to being a powerful leader."

**Scott Sibella**, President & COO, MGM Grand

"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

"I first met Tommy through the organizational transformation work he specializes in. As the CEO of a company that doubles every few years, my team lives his message. Our work is extremely dangerous: I've led teams to the summits of Mount Everest, K2 and more than 100 other peaks on 5 continents. You have to know who you are, since the consequences of being less than the very best "you" can be fatal."

**Chris Warner**, CEO, Earth Treks, Inc and author of *High Altitude Leadership*

"Tommy's real-life and compelling stories of heart-led leadership illuminate the very core of your soul. This 18-inch "love wins" credo inspires you to place loving and serving others center stage. A must read for anyone who is held accountable for bottom-line results."

**Jayne Hladio**, Senior Vice President & Regional Executive, U.S. Bank

"We live in a business environment that is extraordinarily complicated and in constant flux. Although critical thinking and astute strategy are crucial for success, both are useless without connecting back to the source for all great ideas: the heart. Tommy Spaulding reminds us of this truth and provides specific ways that we can journey those 18 critical inches from our heads to our hearts."

**John O'Leary**, founder, RisingAbove and author of *On Fire*

"The Heart-Led Leader is in the top 2 leadership books of the last decade. I believe it will launch a movement that will transform leadership philosophy forever."

**Rick Barrera**, bestselling author of *Overpromise and Overdeliver*

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"Once again Tommy Spaulding has shown us that good guys do win. To be an effective leader one needs more than a title and talent - it's the heart and Tommy shows us why."

**Wayne Berson**, Chief Executive Officer, BDO

"There is no better person to share insights on leading from the heart than Tommy Spaulding. He is a man of trust, character, authenticity and love. Read this book and you will not only change the way you lead, but you will change the way you live."

**Sherry A. Chris**, President & CEO, Better Homes and Gardens Real Estate LLC

"A rare book written from the heart, with inspiring examples of leaders who put others first."

**Adam Grant**, Wharton professor and *New York Times* bestselling author of *Give and Take*

"The Heart-Led Leader should be mandatory reading for everyone entering business school, and then mandatory again as they graduate. With unforgettable stories and great personal authenticity, Tommy Spaulding teaches and inspires all of us to be better leaders."

**Dolf Berle**, President & COO, Dave & Busters Inc.

"Leadership is a human endeavor that inherently starts in our hearts. Tommy shows us the way."

**Scott Mordell**, CEO, Young Presidents' Organization

"Tommy Spaulding has achieved something special with *The Heart-Led Leader*...he's helping leaders show other leaders the way. Managing is logical and driven from the head, but Tommy's experiences and stories show that authentic leadership, and excellence in achieving results, can only be sustained when you feel first, think second, and act third."

**Charlie Piscitello**, SVP, Chief People Officer, Petco

"You have to applaud TS for taking on such a topic as the Heart, as we know the Heart can be hard! He has taught us that leading from the Heart can have powerful implications in our personal and professional lives. The question we have to ask ourselves is... are we willing to take the journey?"

**Tee Green**, CEO, Greenway Health

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"Eighteen short - but important - inches. In his heartfelt book, Tommy Spaulding compassionately leads us on a journey from the head to the heart. Through eighteen different stories with themes ranging from character to humility to vulnerability to result driven purpose, *The Heart-Led Leader* provides a roadmap to explore the true meaning of oneself in order to help lead with EQ rather than IQ."

**John Hayes**, President & CEO, Ball Corporation

"Tommy puts into words what I've always lived and believed – the best and most fulfilling leadership is Heart-Led Servant Leadership. Take Tommy's 18-inch journey from your head to your heart and you will not only increase your bottom line, but change the lives of those you lead. This is required reading for my entire leadership team."

**Buddy Brown**, President, Independent Hardee's Franchise Association

"Whether you are an accomplished leader or just getting started, Tommy Spaulding's *The Heart-Led Leader* will compel you to re-think your relationships, your leadership philosophy and what you really want out of life. Through the lens of his own relationships and experiences, Tommy offers powerful insights and a practical toolkit you can start working with right away to achieve breakthrough results."

**John Swieringa**, SVP & CIO, DISH Network LLC

"Being a Heart-Led Leader is easy for Tommy Spaulding because these traits come so natural to him. This is not a leadership style that he turns off and on....it is how he lives his life. But now he's written a manual to teach us all his secret sauce. A life, business and career changing read!"

**John Ikard**, Chairman, American Banking Association

"In a world consumed by a relentless climb to the top, Tommy Spaulding has lived by example showing me and everyone who knows him that there is a more fulfilling way to live and lead; one that leaves a lasting legacy behind you. This book is a must read and a reminder of what true leadership looks like."

**Matthew West**, ASCAP Christian Music Songwriter/Artist of the Year winner and four-time GRAMMY nominee

"Every educator in America must read Tommy Spaulding's new book, *The Heart-Led Leader!* When you read it, do so with the intent to be changed! Through Tommy's riveting stories, your heart will grow as you go on an 18-inch journey transforming you to a leader who leads with your heart. Be ready to embrace leadership in a new and life changing way."

**Dr. Jim Wipke**, Superintendent, Fox School District, Missouri

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"The Heart-Led Leader is an important book because it not only speaks about servant leadership and how it impacts people but it also is one of the first of its kind to connect this leadership philosophy to bottom-line results. And with his tear jerking storytelling, Tommy Spaulding writes the book in a way that makes it hard to put down."

**Walt Rakowich**, former CEO & President, ProLogis

"Spot on! Tommy Spaulding artfully weaves the value of solid business practices with his trademark storytelling and insights how heart-led leadership impacts the lives we lead and clients we serve. A powerful read for anybody in sales or leadership positions whom are responsible for bottom line performance."

**Chris Mygatt**, President, Coldwell Banker Residential Brokerage – Colorado

"The leader must first and foremost: Love. As Tommy Spaulding explains in this wonderful book, the journey starts in the heart. Read this book to take your leadership impact to the next level."

**Tim Sanders**, author of *Love Is the Killer App*

"As a fervent believer in relationship-driven leadership, I strongly recommend that all leaders (or those who wish to become leaders) read this book. Tommy Spaulding identifies, explains and exemplifies what is missing from most leaders' arsenals—the power of heart-driven leadership."

**Stuart Holland**, VP Retail Sales, Pacific Life

"Tommy Spaulding is the real deal. Since the first time I met him, I've suspected he has an oversized heart, due to his uncanny ability to pump a steady stream of love to everyone he meets, either through his speaking engagements, his writings, or personal relationships. In *The Heart-Led Leader*, Tommy reminds us that we already possess the capability for unbridled success—all we need is love."

**Eric Blehm**, New York Times Bestselling Author of *FEARLESS* and *LEGEND*

"The first leadership book I could NOT put down. The pages flow in this "must read" masterpiece by Tommy Spaulding. *The Heart-Led Leader* is truly inspirational and full of essential leadership lessons for new and experienced leaders alike."

**Chris Howard**, President, Hospital Operations, SSM Health