May 2012

Dear Media Colleague,

The bookshelves bulge with advice on how to be an effective leader. Yet despite the plethora of advice, effective leadership in business and government remains rare. Add today’s challenging economic environment and a brutal election season, and the need for truly effective leaders has never been so acute. From non-profits to corporations, local governments to the halls of Congress, Americans are in search of direction from those in charge.

In a new book, leadership and strategy expert Erika Andersen addresses this pervasive and pressing need and captures a crucial part of the leadership equation – *how to lead so people will follow*.

**LEADING SO PEOPLE WILL FOLLOW** (Jossey-Bass; Oct. 17, 2012; hardcover) turns the conventional approach to leadership on its head, focusing on what it takes for a leader to be truly ‘followable.’

In her signature storytelling style, Andersen reveals the six traits that followers instinctively look for in a leader – far-sighted, passionate, courageous, wise, generous, and trustworthy – and offers a framework for developing those traits.

“Until recently in our history as a race, choosing a leader was a life or death decision,” writes Andersen. “And even though the stakes may not be as high today, we’re still wired to accept as leaders only those who line up with our centuries-old “map” of leadership attributes.”

Drawing on the core ‘leader story’ found in many folktales, woven together with present-day examples from organizations like Rockwell Automation, NBCUniversal, Apple, and famed restaurateur Danny Meyer, Andersen offers the blueprint for the developing the leadership characteristics that elicit loyalty and commitment from followers. What’s more, Andersen provides readers with exclusive online access to a valuable self-assessment to measure the specifics of where they excel and where they need to improve and grow their leadership.

“Learning these six attributes gives people a useful, practical framework for self-reflection and growth,” writes Andersen. “And it helps them to build more productive teams and organizations by becoming the leader who provides a strong, safe point around which people’s hopes and efforts can coalesce.”

**Erika Andersen** is a nationally-known leadership coach and popular Forbes blogger, and the founder of Proteus International, a consulting, coaching and training firm focused uniquely on leader readiness. Her clients include CEOs and top executives of such companies as Turner Broadcasting, GE, Union Square Hospitality Group, Time Warner Cable, and Conde Nast.

I have enclosed an advance galley for review, feature, and interview consideration and will be in touch soon to discuss.

Best,

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