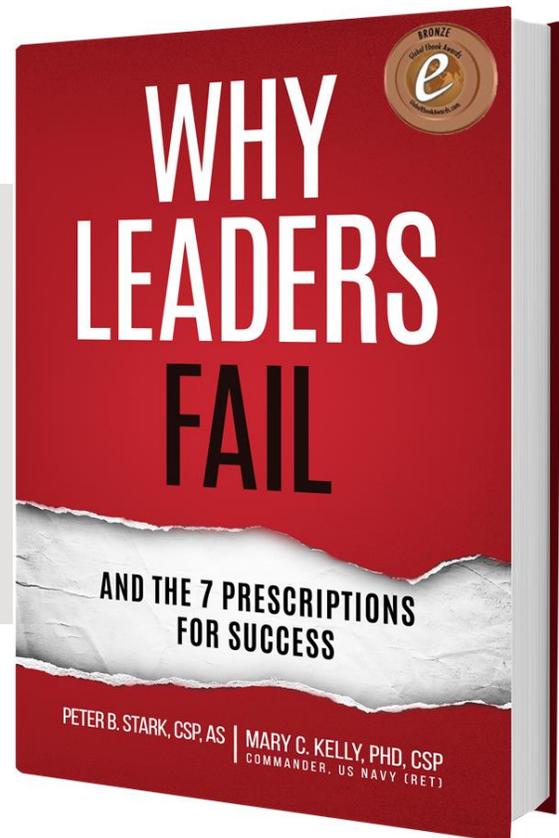


WHY LEADERS FAIL

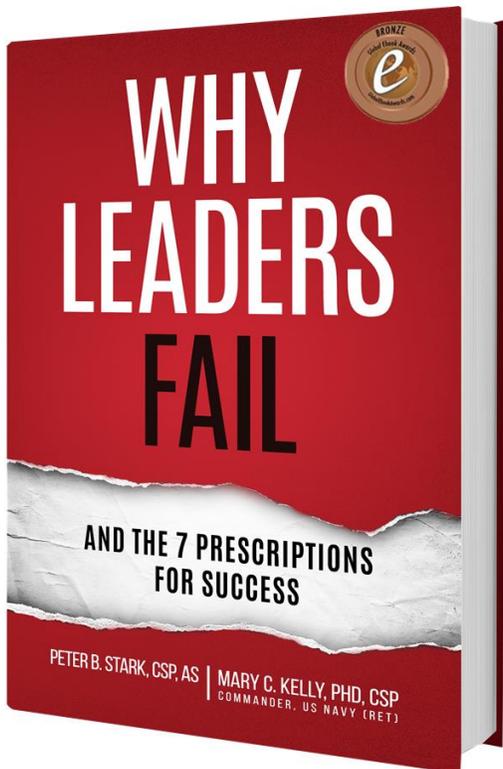
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WHY LEADERS FAIL

OVERVIEW



Why do so many leaders fail, and what do the best do differently?

Thousands of leadership books tell you how to be a great leader. Far fewer books delve deeper into the surprisingly common mistakes managers, CEOs, and supervisors unknowingly make that derail their successes.

Using real scenarios and examples collected through their combined years of leadership and management expertise, Peter Stark and Mary Kelly pinpoint the 7 most common reasons some managers fail while others are so successful.

Whether you're in your first year of management or your 20th, *Why Leaders Fail* is a must read for aspiring leaders who know they need to be constantly learning, improving, and developing their leadership skills.

- ◆ Gain insight into behaviors that may be sabotaging the loyalty of your direct reports.
- ◆ Understand why your top talent may not be performing up to their potential.
- ◆ Gain tools to help you align team goals with the organizational mission.
- ◆ Gain awareness of how you are perceived by your direct reports, peers, and supervisors.
- ◆ 49 actionable prescriptions for success.
- ◆ Free access to a personalized leadership assessment to identify your leadership strengths and weaknesses.

WHY LEADERS FAIL

THE AUTHORS



Peter Stark, CSP, AS

Peter B. Stark is the President of Peter Barron Stark Companies. He and his team partner with clients to build organizations where employees love to come to work. Peter and his team are experts in employee engagement surveys, leadership and employee development, team building, and executive coaching.

Mary Kelly, PHD, CSP, Commander, US Navy (Ret)

Mary Kelly specializes in business growth through executive leadership development. Her company, Productive Leaders, provides all levels of corporate training and coaching. They help leaders with the tools they need to improve morale, cultivate teamwork, enhance productivity, and increase profitability.

Stark and Kelly are award-winning authors of best-selling books including *The Competent Leader*; *The Only Negotiating Guide You'll Ever Need*; *360 Degrees of Leadership*; and *15 Ways to Grow Your Business in Every Economy*. As leadership experts, they have been featured in the *New York Times*, the *Wall Street Journal*, *CNBC*, *Entrepreneur*, *Money Magazine*, *NBC*, and *USA Today*.

WHY LEADERS FAIL

ENDORSEMENTS

“Why Leaders Fail is a fantastic handbook for helping leaders stay on course, set the example, and develop the next generation of leaders—it’s a must have for succession planning. Great job, Peter and Mary.”

- Lee Ellis, Colonel, United States Air Force (ret)

author of *Leading with Honor: Leadership lessons from the Hanoi Hilton, POW 1967-1973*

“Want to be a successful business or military leader? Read this book. Of the thousands of leadership books, only Stark and Kelly pinpoint why people in leadership roles so often fail. Then they explain what you need to do to be a great leader. A must read!”

-Steve Pressfield, bestselling author of *Gates of Fire* and *The War of Art*

*“Leadership is at times misunderstood. *Why Leaders Fail* explains the key traits needed to lead at a higher level and unleash the power of your people.”*

- Garry Ridge, CEO WD-40 Company & co-author – *Helping People Win at Work*

“Peter and Mary have employed years of experience to create a wonderful tutorial in becoming the best leader you can be.”

- Donald B. Kearns, MD, President and CEO, Rady Children’s Hospital San Diego

*“Concise and comprehensive - “*Why Leaders Fail*” is the go-to source showing not only leadership pitfalls but how to avoid them. This book is the keystone to being the leader you want to work for.”*

- Skip Trahan, Captain, US Navy (ret)

“This book is timely and timeless! Absolutely true and relevant! Thank you, Peter and Mary, for exposing the blind spots of today’s leader and giving a practical blueprint to be great! It helped and inspired me as I am sure it will do for many others.”

- David Horsager, researcher, strategist and bestselling author of *The Trust Edge*

“This powerful, practical book shows you how to maximize your strengths, minimize your weakness, and become the excellent leader you are meant to be.”

- Brian Tracy - Author - *How the Best Leaders Lead*

“This is a must read for Leaders and Managers who are interested and motivated to excel, this book gives them a laser focus on the key issues why leaders fail and a recipe for preventing these issues from derailing their good intentions.”

- Irma Cota, CEO North County Health Services

WHY LEADERS FAIL

ARTICLE IDEAS

- ◆ What mistakes end a leader's career?
- ◆ Why do we see so many examples of leadership failure in the news?
- ◆ What leadership habits undermine trust?
- ◆ Why are some leaders oblivious to what their employees think of them?
- ◆ How do the best leaders successfully lead their team through a crisis?
- ◆ Why do some employees team up against their leaders?
- ◆ Can leaders regain the lost trust of their employees?
- ◆ How can leaders successfully lead teams through crisis?
- ◆ How do leaders effectively lead organizational change?
- ◆ In times of rapid change, what can leaders do to stay afloat?
- ◆ Why do good, talented people fail in leadership?
- ◆ Why do competent people fail when they are promoted into leadership roles?
- ◆ How can leaders better align team goals with organization missions?
- ◆ How do leaders unknowingly sabotage the loyalty of their direct reports?
- ◆ What's the difference between confident and arrogant leadership?

WHY LEADERS FAIL

INTERVIEW SUGGESTIONS

- ◆ Why did you write *Why Leaders Fail*?
- ◆ What is the most important takeaway from *Why Leaders Fail*?
- ◆ Why do leaders need this book?
- ◆ Who will benefit from reading *Why Leaders Fail*?
- ◆ What can leaders learn from the included leadership assessment?/How can leaders utilize the free leadership assessment?
- ◆ What other resources are available to readers?
- ◆ Can you be a leader without a title?
- ◆ Why do we see so many examples of failed leadership in the news?

WHY LEADERS FAIL

CONTACT INFORMATION

We'd love to hear from you!

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