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“...Mark Sanborn has taken the big subject of leadership and made it easy to understand. And he’s broken new ground in his deceptively simple approach – this is the first book I know that is written for leaders who don’t have a title.”

-- Ken Blanchard, author of *The One Minute Manager* and *The Secret*

You Don’t Need a Title To Be A Leader

How Anyone, Anywhere, Can Make a Positive Difference

Mark Sanborn

Author of the bestselling *The Fred Factor*

Did you know that the person who suggested the idea of a store greeter that has become such an important part of the Wal-Mart brand wasn’t a manager; he was a cashier. A Starbucks store manager invented the Frappuccino; the CEO tasted it and didn’t like it, but it was so popular that they decide to give it a shot! The Java Jacket, the sleeve used on hot coffee cups, was invented by a regular everyday coffee drinker. What idea have you been carrying around in your head that will improve your product or service?

In his new book, **YOU DON’T NEED A TITLE TO BE A LEADER: How Anyone, Anywhere, Can Make A Positive Difference** (Currency/Doubleday, September 19, 2006; \$14.95), bestselling author and an internationally acclaimed motivational speaker, Mark Sanborn, explains, that genuine leadership – leadership with a “little *l*,” is not conferred by a title or an executive suite.

Leadership is shown through everyday actions and the ways you influence the lives of those around you. Through a wealth of simple stories and anecdotes **YOU DON’T NEED A TITLE TO BE A LEADER** highlights these essential leadership skills and shows how you can apply them to situations that you encounter daily. Some of these characteristics include:

- Believing you can positively shape your lives and careers.
- Leading through your relationships with people, as opposed to your control over people.
- Collaborating rather than controlling.
- Persuading others to contribute, rather than ordering them to.
- Getting others to follow you out of respect and commitment rather than fear and compliance.

Broken down into the six principles of leadership, Sanborn guides all leaders to create their own legacy and increase their ROI (relationships, outcomes, and improvements). **YOU DON'T NEED A TITLE TO BE A LEADER** offers a fresh perspective on what it takes to be a good leader, both in the workplace and at home, and shows how to embrace these qualities to make a real difference in your own lives and the lives of those around you.

As Sanborn says, "Genuine leaders make things better not just for themselves but for others, whether or not their contribution results in financial reward or popular recognition."

For more information about **YOU DON'T NEED A TITLE TO BE A LEADER** or to arrange an interview with Mark Sanborn, please contact Newman Communications.

ABOUT THE AUTHOR

Mark Sanborn is an internationally acclaimed motivational speaker and the president of Sanborn Associates, Inc., an idea studio for leadership development. Mark's list of over 1,500 clients includes Capital One, Costco, Enterprise Rent-a-Car, FedEx, Harley-Davidson, Hewlett Packard, Key Bank, KPMG, Morton's of Chicago, Motorola, New York Life, RE/MAX, ServiceMaster, Time Warner, Upsher-Smith, U.S. Dept. of the Interior, USPS, Wachovia and Washington Mutual. Having served as president of two national organizations, he regularly keynotes meetings in the U.S. and abroad. He lives in Denver, Colorado.

You Don't Need A Title To Be A Leader How Anyone, Anywhere, Can Make a Positive Difference

By Mark Sanborn
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