



## Cracking the Code to Leadership – An Overview

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| <b>Summary</b>             | <p>Successful leaders – whether a CEO, assembly line worker, coach, manager, supervisor, team leader or team member – exhibit a pattern of clear, definable skills every time they take the lead.</p> <p>For the first time, those skills are revealed in a leadership “How To” book. Filled with real-life examples and hands-on exercises, <u>Cracking the Code to Leadership</u> identifies the concrete, repeatable skills leaders use instinctively. The instruction-filled book demystifies the aura surrounding leadership and shows readers how they can be successful leaders by breaking down leadership into practical, easy-to-follow skills.</p>   |
| <b>Target Audience</b>     | <p>The book’s primary market are college-educated Generation X’ers, between 25 to 45 years old, who work in high tech, financial services, human and animal medicine, engineering, sciences and technical service industries. This is an extremely large market since Generation X consists of over 80 million with approximately 31% of those having college degrees.</p> <p>A secondary audience for the book are the managers and supervisors of Generation X and the younger Generation Y workers.</p>  |
| <b>Authors</b>             | <p>The books’ three authors – G. Thomas Herrington, Patrick T. Malone and James K. Georges – are part of the management team of The PAR Group, a world-class leadership training and consulting firm.</p> <p>Together, the authors have trained over 500,000 people on the PAR skills. Herrington, a PAR Senior Partner, spent over 10 years with IBM in operations, training and sales management, directing and managing \$40 to \$50 million technology projects Georges, PAR Group CEO, oversees the company’s operations and also directs and produces PAR’s award-winning training materials and video productions. Malone, also a PAR Group Senior Partner, has 35 years experience, working in a variety of management positions from customer service to National Sales Manager with the American Greetings Corporation and The Scott Companies.</p> |
| <b>Competitors</b>         | <p>Cracking the Code to Leadership will attract the same type of readers as does Steven Covey’s Habits books, <u>Who Moved My Cheese</u>; <u>Negotiate This</u>; <u>21 Indispensable Qualities of a Leader</u>; <u>First, Break All the Rules</u>; <u>The One Minute Manager</u>; Rudi Giuliani’s <u>Leadership</u> and the other best sellers on leadership. What makes Cracking the Code different from all these other books is that the PAR Group book tells readers <i>HOW</i> to lead, instead of talking about the <i>What</i> and <i>Why</i> of leadership as other leadership books do.</p>  |
| <b>Contact Information</b> | <p>The PAR Group – <a href="http://www.thepargroup.com">www.thepargroup.com</a><br/>4936 President’s Way, Tucker, Ga. 30084-3075<br/>770.493.7188 (p) 770.493.9152 (f) <a href="mailto:info@thepargroup.com">info@thepargroup.com</a></p>   |