



News Release

New book reveals the secrets to effective leadership

Cracking the Code to Leadership, authored by Atlanta coaching experts, focuses on the how-to's of leadership

ATLANTA, December 18, 2007 - The secrets of how to lead are revealed in Cracking the Code to Leadership, a new book by the team that has coached over half a million people all over the world in the intuitive skills of leadership.

The authors – G. Thomas Herrington, Patrick T. Malone and James Georges – for the first time share their secrets about the intuitive skills leaders use and explain to readers how to put those skills to use to become more competent, capable leaders themselves and influence others to take action.

Cracking the Code to Leadership, scheduled for release in January, retails for \$17.95 and will be available at Amazon.com and on the web site, www.wecrackedthecode.com.

The book, the first in a series of how-to books planned by the authors, is filled with practical examples and exercises developed by the PAR Group, an Atlanta based leadership and training consulting firm. Herrington and Malone are Senior Partners of The PAR Group and Georges is the CEO.

“Effective leaders, from the assembly line to the board room, exhibit clear, definable skills every time they lead,” says Malone. “Our book identifies these skills that leaders repeatedly use and then demonstrates how readers can make the skills part of their everyday lives.”

“Instead of talking about the what’s and why’s of leadership, we actually show people how to lead, something other leadership books fail to do,” says Herrington. “We filled Cracking the Code with real-life, practical examples and exercises similar to ones we use in our PAR training programs, so we know they work and that they deliver sustainable, measurable results.”

The purpose of the book, according to the authors, is to give readers the how-to tools they need to hone their skills so they can accomplish more at work, at home and in their communities.

“The leadership skills that we reveal in our book,” says Georges, “are based on research by Nobel Prize winner Herb Simon, on years of observing leaders in action in all walks of life and on our own leadership experiences.”

Herrington spent over 10 years with IBM in operations, training and sales management; Malone has 35 years experience in management roles with the American Greetings Corporation and The Scott Companies; and Georges oversees The PAR Group’s worldwide training operations.

About the PAR Group

Headquartered in Atlanta, Ga., and founded in 1979, The PAR Group (www.thepargroup.com) has successfully coached over 500,000 people, from CEO’s to customer service representatives, on how to influence other people to take action. As a result, The PAR Group is recognized an international training and consulting leader that has strong, long-term relationships with

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companies all over the world. Included among PAR's client list are Barclay's Bank, Coca Cola, Delta, DuPont, Fort Dodge Animal Health, Hewlett-Packard, IBM, Merrill Lynch, Quaker Oats, Southem Company, Thomas Cook and Verizon.

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