

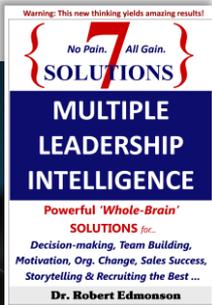
# 8 SMART Leadership Solutions™

## 7 Multiple Leadership Intelligence™

*Developing Executives for Personal and Professional Growth*

# Leading to Bigger Success

*Delivering Sustainable Value*



**Powerful 'Whole-Brain' SOLUTIONS to....**

*Influence, Motivate, Manage Cultural Diversity, Decision-making, Coach Performance, Presentations, Negotiation, Delegation,*

**Build Teams-Transform Thinking-Behaviors-Change Mindsets & Grow...**

2011

Awarded  
"Hong Kong's Most Valuable Companies"



**Paradigm21®**

Influence direction. Inspire change.

Maximize performance.

[www.paradigm21.com](http://www.paradigm21.com)

+852 2892 7608



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## PUBLIC LEADERSHIP DEVELOPMENT PROGRAMS - 2015 | 2016

**Lead Change.**

**Develop  
Leadership.**

**Maximize  
Performance.**

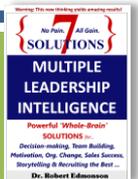
**Faster Career Path**



Successful Organizations & Executives constantly strengthen and leverage their key to success: **PEOPLE !**



### **8 SMART Leadership Solutions Program™** **7 Multiple Leadership Intelligence Program™**



PARADIGM21 Leadership Programs are a 'Blended Learning' solution combining our popular books with face-to-face training. The structure exposes participants to practical, proven and effective ways designed to strengthen skills and improve performance.

## Our Difference



## 4 Reasons

Why companies select **Paradigm21** as their Leadership Development Training Partner....

**One.** Programs are innovative, interactive, experiential group activities, videos, role plays....Reflect current market trends and global thinking.

**Two.** P21 facilitators, led by Dr Robert Edmonson, Author of "8 SMART Leadership Solutions", are **Experienced & internationally credentialed multi-lingual trainers** with years of 'hands on' practical business experience to understand your leadership and business challenges.

**Three.** Public and In-house Programs are **Customized to suit specific requirements.** Workshops can be half-day, full-day or two days. Topics can be combined to meet specific talent development needs.

**Four.** All programs integrate the latest 'whole-brain' neuroscience research and principles.



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# 8 SMART Leadership Solutions™

## Certificate Program

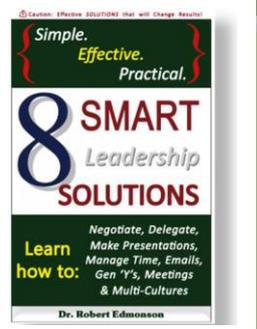
### Leading, Coaching Peak Performance, Multi-Gens & Cultures, Masterful Presentation & Negotiation

## Level I

### 1) 'Whole Brain' Leadership Coaching Skills For Success



- What is 8 Smart Leadership Solutions?
- Working with Difficult People made easier 
- Develop deeper communication to inspire and influence
- Advanced Coaching Skills - From Manager to Leader
- **Coach-sulting ERA²** Conversations to engage & empower



### 2) 'Brain-Friendly' Performance Feedback For Optimal Results



- Understand characteristics of effective feedback conversations
- Effective use of 'Brain Friendly' Performance Conversations
- Handle brain's reaction to Performance Feedback
- Shifting reaction from 'threat' to 'motivation' **S.C.A.R.F.** model
- Coaching & Motivation techniques inspiring Personal Ownership

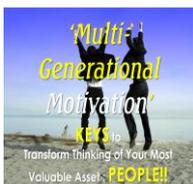
## Level II

### 3) Effective Delegation For Motivation



- Benefits of delegation -You, team, organization
- Brain reaction to delegation - from negative to positive
- Delegate What? To Who and How?
- How to effectively Delegate to Motivate
- Identify right way to design structure, plan, responsibilities
- Tips to Review, Support and Feedback

### 4) Leading & Working with Multi-Generations & Multi Cultures



- Generations Side by Side: Boomers, Gen 'X', Gen 'Y'
- What, Why, How to motivate, retain each generation
- Identify their personal Motivators & thinking style
- Practice conversations to develop, retain and grow talent
- Leading, working and Doing business with Multi Cultures

Leading  
Team

Leading  
Organization

&

Master  
Leadership  
Excellence

## Advanced Level

### 5) Impactful Presentations (Half Day)

#### Presentations with Impact



- Design presentations to attract, engage and maintain attention
- Understand audience personalities and expectations
- Improve non-verbal communication skills
- Success by PowerPoint tips
- How to eliminate fear, shift mindset & boost confidence
- Body Language & Storytelling
- Handling challenging questions

### 6) Masterful Negotiation (Half Day)

#### Negotiating



- Increase confidence, knowledge and skills to achieve optimum results
- Manage negotiation process to prepare, plan and identify viable options
- Enhance communication, influencing, communication
- Identify others thinking, behavior for negotiation style
- Learn Collaborative - Competitive Mix
- Learn successful negotiation tactics and strategies
- Discover ways to overcome conflict, objections and bad behaviors

Workshop is highly Interactive, Group & Team Activities, Videos, Role Plays, Case Studies, Games, Action Planning Guide

## Pre-Workshop

- Self-Assessments
- Autographed Book: **"8 SMART Leadership Solutions"** by Dr Robert Edmonson

## Workshop

- Workbook & Materials
- Personal & Professional Development Plan
- Certificate of Completion
- Graduation Photo

**CHOICES**<sup>®</sup>

**Coach-sulting ERA**<sup>2</sup>

## Post-Workshop

- Follow-up Coaching: 1:1 40 min Tele-session on Personal & Professional Development Grand Plan





Influence direction. Inspire change. Maximize performance.

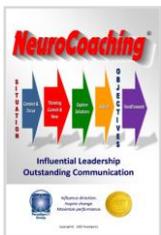
# 7 Multiple Leadership Intelligence™

## Certificate Program

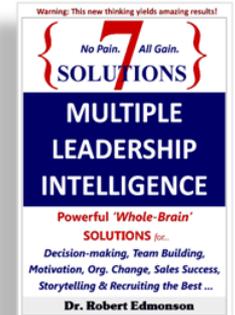
**Build Team, Strengthen Relationship, Influence,  
Make Decision & Deal with Change**

### Level 1

#### 1) Relationship Coaching: Build a High Performing Team



- What is 7 Multiple Leadership Intelligence?
- Building Relationship: 'Know Yourself, Know Others'
- Develop effective communication with anyone
- Coaching Core Essentials - Making a difference in Communication
- From Clarification to Giving and Receiving Feedback
- Coaching Habits- create Positive, High Performing Team



#### 2) 360 Degrees of Influence, Persuasion & Consultative Intelligence



- What, Why, How of Influencing, Persuasion and Benefits?
- Mastering Positive Solutions & Win-Win Mindsets
- Learn to use 8 'Brain-Friendly' Influencing Skills
- Narrative Intelligence: Storytelling approach to inspire
- Consultative Intelligence: Getting others "Buy-in"

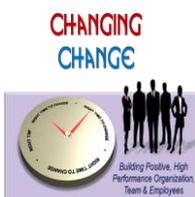
### Level 2

#### 3) Team Problem Solving, Decision-making Intelligence



- Your brain, Intuition and Decisions
- Learn whole-brain' decision-making
- Power of Intuition & Mind Mapping to surface solutions
- Brain Storming & Innovation
- Learn and practice 5 Step POECA Decision-making Model

#### 4) Managing Change Intelligence



- Benefits of organizational change
- Recognizing barriers to change initiatives
- Offset individual emotions toward change
- Don'ts to implementing change initiatives
- Do's to successfully implementing change initiatives

**Leadership  
Intelligence:**

**Influence &  
Win  
Relationship**

**Solve  
Problems  
&  
Managing  
Change**

**like  
a  
Pro**



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Workshop is highly Interactive, Group & Team Activities, Videos, Role Plays, Case Studies, Games, Action Planning Guide

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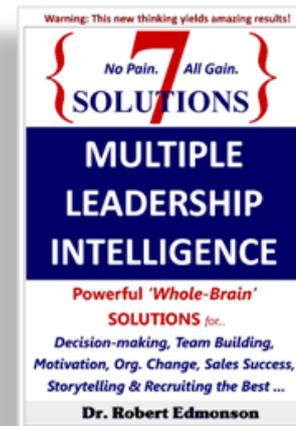
- Self-Assessments
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## Workshop

- Workbook & Workshop Materials
- Personal & Professional Development Grand Plan
- Certificate of Completion
- Graduation Photo

**NeuroCoaching**<sup>®</sup>

**CHOICES**<sup>®</sup>



## Post-Workshop

- Follow-up Coaching: 1:1 30min Tele-session on Personal & Professional Development Grand Plan

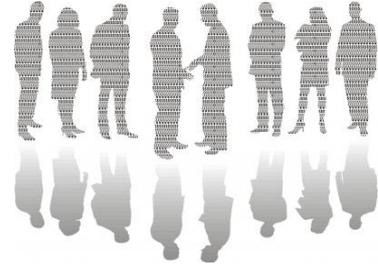


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# Sustainable Learning Program

*“Training followed by coaching and practice becomes a habit.”*

Leadership development requires ongoing reinforcement to become embedded and sustainable. Our **‘Continuous Learning’** Programs blend training with group/team coaching to ensure that the knowledge, skills and techniques learned extend beyond the workshop.



## Recommended Continuous Learning Programs

**Duration:** 1, 3, 6 to 12 month programs.

**Coaching Structure:** 1:1, Group | Team Coaching, Shadow Coaching.

**Objectives:** To fortify and embed knowledge to encourage participants understand, practice, enhance and strengthen their leadership skills.

**Results:** Participants transform thinking, attitudes to mentally hard-wire new skills.

## Our Books

Workshops are based on the Paradigm21 leadership book Toolbox series:





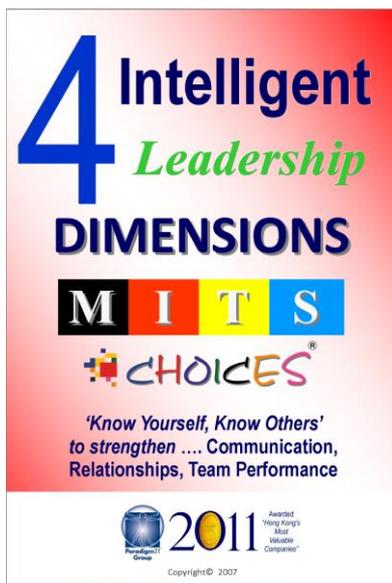
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# Some of P21 Proprietary Assessment & Coaching Tools

## The CHOICES® Multiple Intelligence Thinking Styles (MITS) Tool



Everyone has their own way to communicate, recognize, process information, resolve issues, make decisions and solve problems. This tool helps to:



**Quickly Identify Others:** different thinking styles and personality types to quickly build rapport, strengthen communication, build relationships;

**Team Building:** help members better understand & communicate with team mates;

**Brainstorming:** to stretch the thinking of everyone and uncover amazing solutions to challenges, problems.

# NeuroCoaching®

# Coach-sulting ERA<sup>2</sup>®





## What Some Participants Say...

*"The workshop really helped me understand some critical concepts of leadership in a fun and entertaining way. Those ideas learned will definitely help me strengthen my leadership abilities and teamwork skills".*

**Stephan, Exec VP Samsung**

*"Great information that was very well delivered and the anecdotes and examples helped with understanding. The session has given me practical skills and foundational theory to help me begin to coach others in a better way".*

**Mr Fung, Chairman / CEO, AON Asia**

*"It gave everyone the opportunity to become more self-aware and practical ways to inspire others to improve productivity and results".*

**Senior Manager, HSBC**

*"Very informative, thoughtful and positive. I found it personally inspiring. It gave me many ideas of how to deal with difficult situations and workplace challenges".*

**R. Li, CFO, Hallmark**

*"One of the most interesting and interactive events I have attended. Very enjoyable. All of our consultants will attend this workshop".*

**Anderson, GM Gemini Group**

*"This was one of the few workshops taken that helped me understand myself and advance my career. I learned many easy to use principles that I can apply immediately to improve my leadership style".*

**Fred, MD, TÜV SÜD**

*"The workshop and E-Chapters you organized for our company was superb. We were extremely impressed with the outcome you brought to our group. Thank you for the outstanding work you did. We look forward to working with your team in the near future."*

**C. Chan, Asst Manager, Pharmaceutical Group**

*"Our GM is very pleased with the outcome of your training make a positive mindset change of our staff. After this 3 modular leadership development program delivered in Singapore, it should be delivered throughout our worldwide locations and continue our program."*

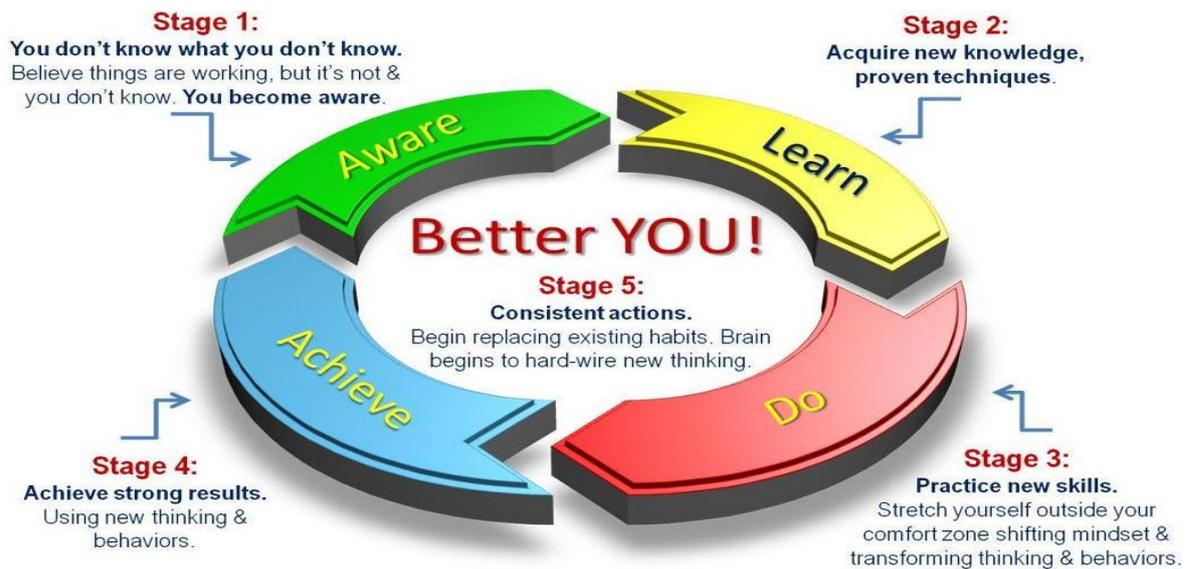
**A. ONG, Regional HR Manager, MNC**



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**Paradigm21**, an award-winning management consultancy, designs **customized, proven TALENT DEVELOPMENT PROGRAMS** tailored for global MNCs. Integrated into each program are principles of **EQ, NLP, Solution-focused thinking, Positive Psychology, Coaching** and latest '**neuroscience whole-brain**' research.

Our **ALDA Model: Aware, Learn, Do, Achieve**...is proven process that strengthens knowledge, shifts mindset, transforms behaviors...that maximize financial outcomes.



**Enroll now Early Bird or Request for In-House Training Proposal we will customize for you !!**



We are happy to schedule a **confidential, no obligation meeting** to discuss how we can help.

Enquiry: (852) 2892-7608

Workshop HOTLINE: (852) 6336-7666

Workshop Email: [Success@paradigm21.com](mailto:Success@paradigm21.com)

[Pm@paradigm21.com](mailto:Pm@paradigm21.com)

# Sustainable Training

Our training approach is designed around how the 'brain' learns --- embedding new thinking, mindsets and behaviors using the P21 **ACES** 'whole-brain' learning model

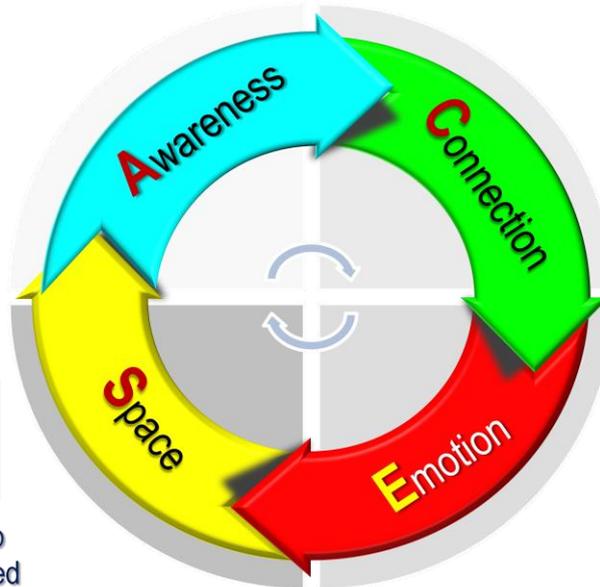
## P21 ACES Model



**A**wareness  
Participants identify 'personal' benefits, rewards & novelty attracting attention



**S**pace  
Brain needs time to absorb learning. Modules are spaced out & reinforced to allow practicing & anchor knowledge



**C**onnection  
Self-directed learning: role plays, activities. Participants create personal situations relating to them



**E**motion  
Personal situations & Storytelling trigger emotions, focusing attention, enhancing memory, clarifying data



2011

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*Maximize performance.*



## About Paradigm21

**Paradigm21** is a Talent Development Consultancy integrating the latest **neuroscience whole-brain research** into the design of its leadership programs --- that improves individual / team thinking, attitudes, strengthens competencies and develops talent --- boosting productivity, maximizing performance and financial results.

**Paradigm21** was awarded the distinction of **"Hong Kong's Most Valuable Companies"** for coaching excellence, innovative training and delivering high value to meet or exceed our clients expectations.

**Specialties:** Executive Coaching, Cultural Coaching, Career Transition, Leadership Development Training, Talent Assessments, Sales Training Coaching & Sustainable Learning Program.



**Services Available in 45 countries by highly qualified, certified, professional Paradigm21 consultants.**



# Paradigm 21<sup>®</sup>

Leadership Development  
Coaching Specialists

Member



**NeuroLeadership**  
INSTITUTE

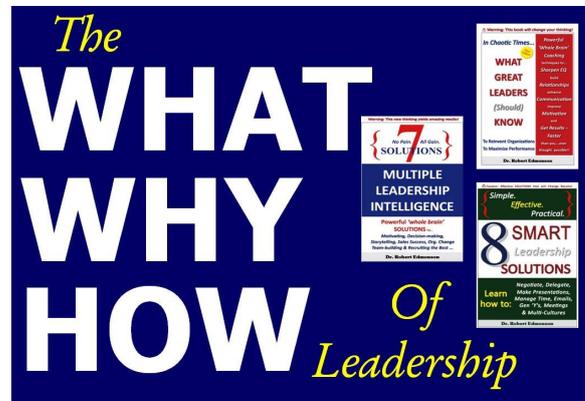


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Maximize performance.*

# The What, Why, How of Leadership Book Series

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Managers to Great Leaders NOW!



## What Great Leaders Say...



*"I read this new book with great interest and found the examples very useful. The "culture of coaching" is a concept we are learning to embrace at Celestica. Our (My) objective is to "not only attract exceptionally talented people to Celestica, but use your powerful coaching techniques to get these talented people to continuously produce wildly successful results together!"*

*Ideas in this book are an essential part of the toolkit to help us realize our aspirations. Thanks for your continued contributions to the "coaching practice" and best wishes for a huge success in the launch of your new book!"*

**Craig Muhlhauser, President | CEO, Celestica**

*Robert Edmonson's book on coaching is a must read for every person who aspires to be a good leader. The concepts in Edmonson's book combines brain research along with insight on human behavior to provide a powerful tool for effecting change. The book is simply organized and takes us through a step by step journey on how we can develop the techniques to lead and effect changes and to get results quickly. I found the book easy to read and the concepts easy to follow. The "Key Success Points" at the end of each chapter also serves as a useful reminder of the key concepts.*

*I am absolutely convinced that if everyone in our organization adopts the techniques and concepts outlined in Edmonson's book, we will become a truly high performing organization and our personal relationships with friends, families and loved ones will also improve. This book is the living proof that we can all unlock the power within us if only we re-focus on creating new wiring and habits a la Edmonson.*

**Bernard S.Y. Fung, Chairman | CEO, AON Asia Pacific**



# What More Great Leaders Say...



*"I really like this book! It's something that can be read in pieces. Each chapter is topical and self contained. It provokes thought and reflection on how we interact in just about all interpersonal situations...work related and not... as a team leader and as a team member.*

*I especially like section 3. I agree that credibility is everything in a leadership role. If you don't walk the walk, if you don't listen to your employees, if you don't concentrate on building a legacy of building tomorrow's leaders, you have not done your job and you are not the leader you think you are. He who builds an organization transcending themselves and continues on without losing a beat, when they leave, is a true success."*

**Patrick Geiger, President | COO, CGF Industries**

*"I found this book excellent and very practical. It contains great insights magnified by the clear examples and scenarios that I began applying immediately...with amazing results. It provided a comprehensive view of coaching methods, answering both the 'whys' and 'hows' with effective examples. Although I tend to speed read, this book managed to hold my attention.*

*I truly believe if readers use this book, as I have daily, and practice the powerful techniques, that it will unquestionably improve their leadership skills and maximize organizational performance."*

**Rob Sellers, Senior Vice-President | General Manager, Celestica Asia**

*"An easy to read, good to navigate through manual for effective coaching based on the concepts of EQ, NLP and Neuroscience with plenty of useful examples of powerful questions.*

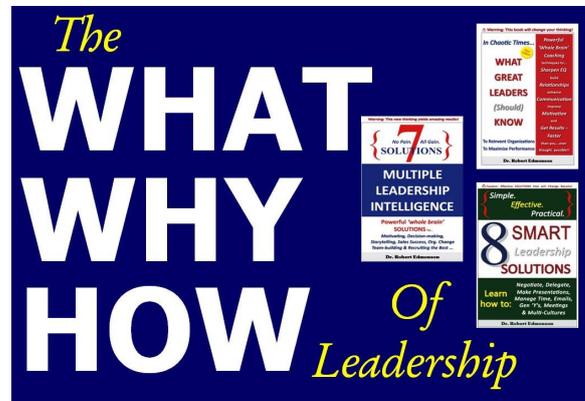
*Robert provides many insightful, lively and truly inspiring examples of coaching situations which are not only applicable in the workplace, coaching a team, but also in our private lives with family and friends. The book could not only change your thinking, but also be a roadmap to becoming a trusted leader".*

**Axel Lachhein, Regional Account Director, Consumer Healthcare, GlaxoSmithKline**

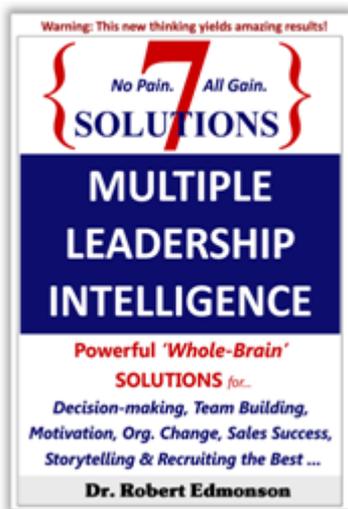


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**Roger Steel**, Chief Executive Officer  
Sun Life Hong Kong

*Another great read from Robert Edmonson. A valuable addition to your management toolbox. Like Robert's first book, "Multiple Leadership Intelligence" has encapsulated chapters that are topical and can stand alone, making it as much a reference guide as it is a management improvement book.*

*The book takes us through many of the key challenges that all leaders face (business and otherwise). It addresses critical challenges and provides easy to understand solution paths. I recommend the book for leaders at all levels of the organization.*

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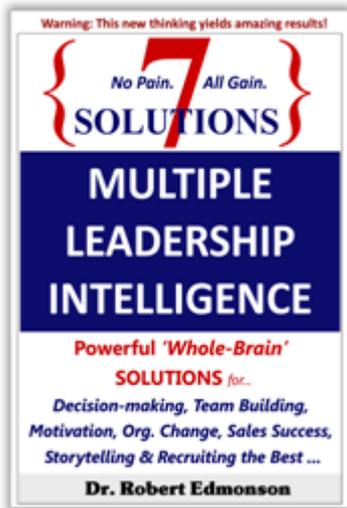
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**Stephan Rajotte**, Executive VP (Busajang | Head of International Operations)  
Samsung



# What More Intelligent Leaders Say...



*"Robert has written another winner. The information in this book is mentally stimulating, brilliantly presented and useful to anyone who chooses to face the challenges of a rapidly changing world, whether in business or personal life. The examples and exercises are worthy of careful study.*

*The book is wonderful in that most chapters can be read as a lesson with each containing a powerful message. I especially liked the D.R.E.A.M. Model in chapter 5. Robert not only makes you think, but shows you what to think about. If you read one only book this year, Multiple Leadership Intelligence should be the one."*

**Joe Sanfello**, Principal of Global Marketing Resources, Entrepreneur, author of award winning book: *"Street Smart Secrets to Auto Care You Can Trust"* and co-author of *"Print Your Own Money."*

*"In today's chaotic business environment, traditional leadership has showed its limits when it comes to motivating people. Recent neuroscience findings have clearly demonstrated the role played by emotions and perceptions in people's behaviour.*

*Robert's book addresses this new management perspective and provide leader's with valuable tools and examples to develop their leadership and emotional intelligence."*

**Jean-François Galatry**, Assistant Managing Director, Sales and Marketing Director Minco Europe

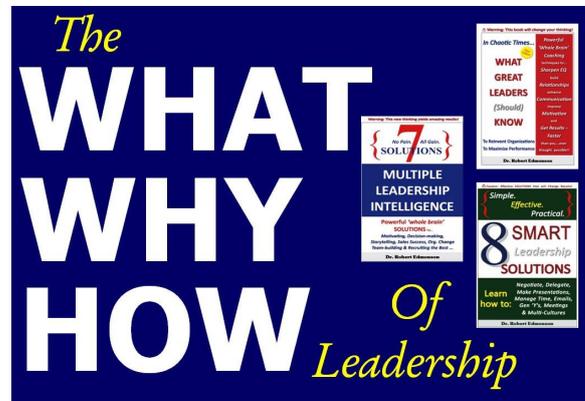
*"There is no shortage of research and books on leadership. However, I found Dr. Edmonson's book unique and insightful as real world leaders at any level cannot be successful with just technical skills. His book presented seven solutions that leaders could easily learn or simply refresh their awareness. It explained precisely and logically what leadership intelligences really mean and why they are important. As a leader, continuous learning and encouraging others is a must and reading this book has definitely enhanced my knowledge."*

**Robert Li**, Chief Financial Officer Asia, China Regional Director Hallmark Cards



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## What SMART Leaders Say...



*"I like Robert's book very much and experienced many déjà vu's throughout. It covers broad challenges we all face daily...then applies fundamental, practical, 'soft skills' solutions to effectively manage them. Its holistic, humorous approach makes it interesting, fun, easy to read and implement roadmap to success. The great tips throughout offer insights into the 'how' of successfully dealing with chaotic times. In my opinion, this book is a must have desktop manual for anyone open to stretching their thinking and improving results."*

**DR. CLAUD WEIDNER**, Chief Operating Officer  
Mercedes-Benz Hong Kong Limited

*"Robert has delivered a superb performance on Leadership Skills & Techniques. This book "has it all": simply written, clearly presented and goes "right to the point" with well described real-life and business situations and ready to use Solutions. Readers will not be drawn under the academic theories of Leadership as this book offers the Practical side of LEADING: you will have it with you everywhere you go!"*

**THIERRY LACARNE**, Group Head of HR , Asia  
LENZING Fibers ( HK) Ltd

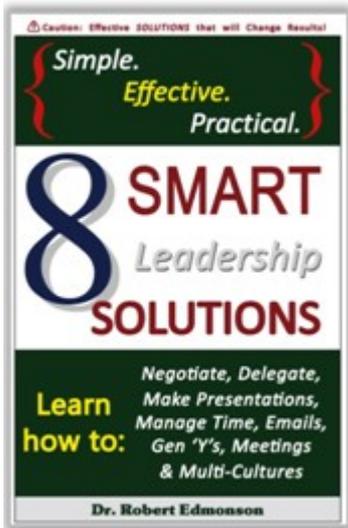
*"My experience starting and managing a business as it became global taught me a lot. Much of what I learned was captured and presented very clearly in this book. Key challenges such as selecting the right people, delegating authority and meaningful time management are at the very heart of successful leadership.*

*In my view, smart leadership is the ability to make changes in your business and in yourself .... and this book helps you achieve that. I particularly liked the Generation Y chapter and the new ways which they communicate. Anyone who wants to stay on the leading edge would do well to absorb the ideas in this easy to read book."*

**JIM THOMPSON**, Chairman  
Crown Worldwide Group



# What More SMART Leaders Say...



*"I recommend this book to anyone serious about improving their management awareness and ability --- especially to advance to higher levels of responsibility. The sections are all relevant and clearly address skill sets that otherwise might take a long time to acquire. A very practical guide to effectively enhancing one's managerial ability."*

**DR. AIDAN GODDARD**, Chief Financial Officer -Asia Pacific  
L'Occitane en Provence

*"Reading through Robert's book made me realise how much energy, goodwill and opportunities I waste every day; especially delegating. Seems my mistakes are shared by many others. The good news is this book offers simple and effective tools to improve my leadership skills. The methodology is brilliant and very simple to apply. I can't wait to get started on my journey forward".*

**ARNAUD de SURVILLE**, Managing Director  
Dextra Group

*"As a leader my most valuable asset is time. Time to plan, motivate and over-deliver against daily goals. Daily demands continually escalate, objectives constantly change and the ability to deliver agreed strategies is challenging. What I liked most about Robert's book is in one hour or less you can uncover and apply techniques that produce immediate results. Also the layout allowed me to quickly refer back to specific sections to refresh my knowledge.*

*From managing emails, motivating staff, achieving 20 hours of output in 10-12 hours to facilitating meaningful meetings, this book definitely has the tools to help me regain time and strengthen my leadership skills.*

*I believe this book is beneficial to anyone that aspires to improve their leadership skills and boost their performance. Robert's book has changed my thinking and perception about key areas and will positively impact my team's performance."*

**DEAN SACKETT**, COO Minor Global Solutions  
Minor International

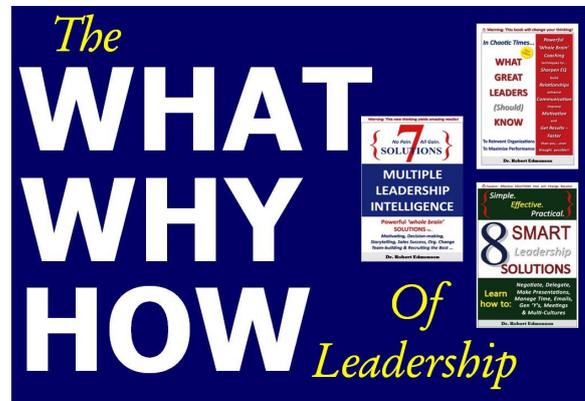
*"Dr. Edmonson's book is easy to understand with highly effective and useful solutions to handle daily workplace challenges."*

**FRANCIS K.W. LAU**, Director  
Kim & Kris Enterprises (Far East) Ltd.

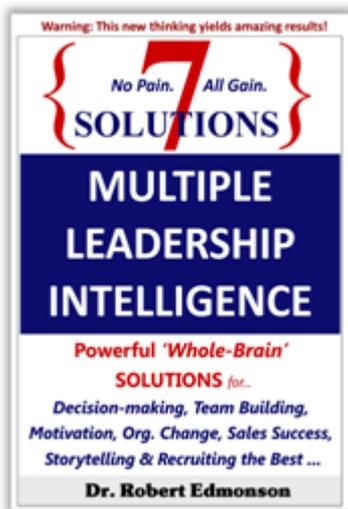


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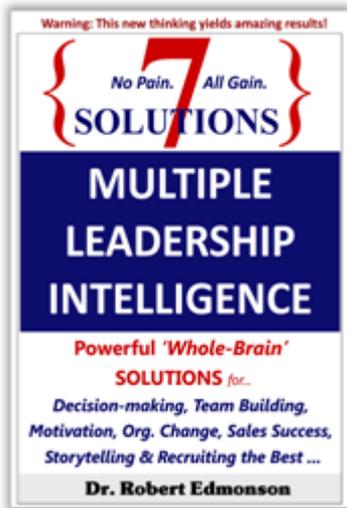
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# What More Intelligent Leaders Say...



*“Robert has written another winner. The information in this book is mentally stimulating, brilliantly presented and useful to anyone who chooses to face the challenges of a rapidly changing world, whether in business or personal life. The examples and exercises are worthy of careful study.*

*The book is wonderful in that most chapters can be read as a lesson with each containing a powerful message. I especially liked the D.R.E.A.M. Model in chapter 5. Robert not only makes you think, but shows you what to think about. If you read one only book this year, Multiple Leadership Intelligence should be the one.”*

**Joe Sanfellipo**, Principal of Global Marketing Resources, Entrepreneur, author of award winning book: *“Street Smart Secrets to Auto Care You Can Trust”* and co-author of *“Print Your Own Money.”*

*“In today’s chaotic business environment, traditional leadership has showed its limits when it comes to motivating people. Recent neuroscience findings have clearly demonstrated the role played by emotions and perceptions in people’s behaviour.*

*Robert’s book addresses this new management perspective and provide leader’s with valuable tools and examples to develop their leadership and emotional intelligence.”*

**Jean-François Galatry**, Assistant Managing Director, Sales and Marketing Director Minco Europe

*“There is no shortage of research and books on leadership. However, I found Dr. Edmonson's book unique and insightful as real world leaders at any level cannot be successful with just technical skills. His book presented seven solutions that leaders could easily learn or simply refresh their awareness. It explained precisely and logically what leadership intelligences really mean and why they are important. As a leader, continuous learning and encouraging others is a must and reading this book has definitely enhanced my knowledge.”*

**Robert Li**, Chief Financial Officer Asia, China Regional Director Hallmark Cards

