

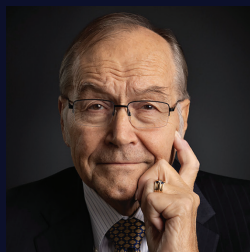
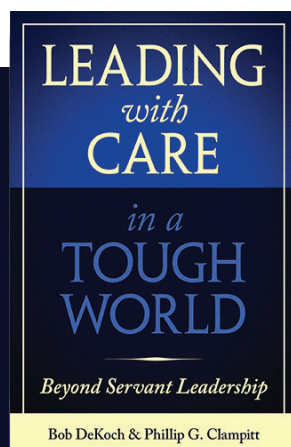
LEAD *with* CARE

... and Bring Out The Best in People

In their newest book, *Leading with Care in a Tough World*, Bob DeKoch and Dr. Phil Clampitt draw on their years of innovative practice and research on how Leading with Care can be the most transformative path forward in these tumultuous times.

PRESS KIT

DeKoch, a career long business leader and Clampitt, a heralded academic, will help you bolster your leadership effectiveness.



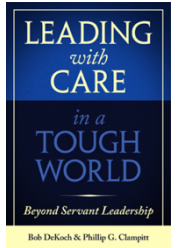
Bob DeKoch



Phil Clampitt

leadingwithcare.net

Leading with Care in a Tough World



Overview

Gallup recently reported that only 15% of employees in the United States are truly engaged in their workplace. Yet nearly 70% of employees say they would work harder if they felt more appreciated. Over 90% of employees surveyed believed their leadership “lacked communication skills to lead.” The gloomy stories behind sobering statistics reveal employees’ disappointment with current leadership approaches. Leaders can do better.

That’s why the authors sought to go beyond the laudable sentiments of the “servant leadership” movement by envisioning, creating, and testing a new leadership platform based on a set of 5 guiding beliefs and 9 day-to-day practices.

The authors’ unique perspective transforms traditional practices, like employee coaching and collaboration, into dynamic self-actualizing workplaces. How? By sharing how caring leaders adroitly blend visible and subtle practices to realize the aspirational benefits of coaching and collaboration. The authors use a similar approach to share insights about less frequently discussed leadership issues such as how to build an empowering network of relationships and transform pushback into progress.

Anyone who wishes to craft their own distinctive, compelling, and empowering leadership style that unleashes the latent energy of people and their organizations will discover a robust and enriching framework for doing so in *Leading with Care in a Tough World*.

The Fundamental Premise

Poor leadership spawns many of the current organizational ills (i.e., disengagement, turnover, absenteeism). What is going wrong? Some leaders have the right beliefs, others may possess the right skills. Yet, world-class leaders need BOTH the right beliefs and practices to address current employee and organizational challenges.

Authors’ Mission

We strive to educate and enlighten audiences to a more profound and deeper understanding of leadership than they have been exposed to previously. We hope to spark readers’ curiosity to motivate them to learn more about how to enhance their thinking about leadership. We are dedicated to significantly improving these dreadful engagement statistics.

Author's Bios

Bob DeKoch has devoted his entire career to leadership roles, refining his own skills, and mentoring hundreds of aspiring leaders. His passion for people and for extraordinary outcomes is what drives him. Rising to senior executive roles in numerous organizations, Bob has developed and put into practice the many teachings in his books. He has over four decades of experience across major market sectors: the construction services industry and real estate development business, the pulp and paper industry, the beverage industry, and the chemical industry. He has served on boards of US organizations—for-profit and nonprofit—as well as a major international corporation. This diverse experience has helped him develop unique insight into inspired leadership. Bob is currently the founder of the leadership consulting firm, Limitless, LLC.



Phillip G. Clampitt (PhD, University of Kansas) is the Blair Endowed Chair of Communication at the University of Wisconsin Green Bay. He was previously designated the Hendrickson Named Professor of Business. Phil has won numerous awards for his teaching and scholarship. His students started calling him “Dr. So What” because he asked, “So what?” so often, as a prod to encourage them to think about the implications of their ideas (see www.DrSoWhat.com). The *Wall Street Journal* and *MIT Sloan Management Review* highlighted his work on decision downloading, which details how companies can effectively communicate decisions to those not involved in the decision-making process. Phil has consulted on leadership, communication, and strategic planning with organizations such as Nokia, PepsiCo, The US Army War College, Schneider National, and Dental City.



DeKoch and Clampitt have worked in a partnership for over thirty years. They have coauthored *Leading with Care In A Tough World: Beyond Servant Leadership* (see www.leadingwithcare.net), *Transforming Leaders into Progress Makers: Leadership for the 21st Century* (see www.progressmakers.net) and *Embracing Uncertainty: The Essence of Leadership* (see www.imetacomm.com/eu). They have a passionate interest in helping others become successful leaders. Their research, writing, and mentoring have helped thousands of people become better leaders.

Endorsements

"This book offers a simple yet powerful promise: caring leaders can produce extraordinary outcomes. With extensive research and sparkling details, DeKoch and Clampitt reveal how leaders at all levels can enlist our basic humanity to bring out the best in their teams."

- **Daniel H. Pink, #1 *New York Times* bestselling author of *The Power of Regret, When, and Drive***

"This is a truly great book. I read more than 120 business books a year. *Leading with Care in a Tough World* is among the best I've ever read. It goes right to the heart of the sort of leadership I wish upon the world. Now more than ever, we need caring leaders that have clear values and a true love of the people that they serve. DeKoch and Clampitt lay out clearly what it takes to move in that direction with thoughtful questions and simple frameworks that will help people reflect on how to become a more caring leader."

- **John Spence, One of the top Business and Leadership Experts in the World**

"*Leading with Care in a Tough World* is a masterful book!!! It is pragmatic, thought-provoking, and exceptionally well-written. Effective leadership today requires you to grapple with a broad range of variables. DeKoch and Clampitt provide a framework, reinforced with real-world examples and self-assessment tools, that will help you turn ideas into effective action. If you're a leader, or aspiring to become one, I strongly recommend this book."

- **Frank Sonnenberg, Award-winning author of nine books, including *Managing with a Conscience* and *The Path to a Meaningful Life***

"Unlock the keys to successful leadership in *Leading with Care in a Tough World*. Filled with inspiring stories, practical advice, and years of tried-and-true methods, DeKoch and Clampitt will teach you how to be the leader of the future. An excellent read!"

- **Dr. Marshall Goldsmith is the Thinkers50 #1 Executive Coach and *New York Times* bestselling author of *Triggers, Mojo, and What Got You Here Won't Get You There***

"How can we lead others - and ourselves - in an uncertain and fast-changing world? This humane, thoughtful, and practical new book shows the way."

- **Dorie Clark, *Wall Street Journal* bestselling author of *The Long Game* and executive education faculty, Duke University Fuqua School of Business**

"Brilliant insight into the realities of leadership. DeKoch and Clampitt expose the manipulations that pass for emotional intelligence and the toxicity of fake positivity. Grounded in the difficult truths of human relationships, this excellent book illuminates the values and beliefs that guide a leader to success."

- **Robert McKee, Fulbright Scholar and Globally Renowned Screen Writing Lecturer, Coach and Bestselling Author**

"An island of innovative insight amid an ocean of leadership BS."

- **Professor James Barker, Herbert S. Lamb Chair in Business education, Dalhousie University**

“In this thoughtful book, DeKoch and Clampitt offer both ideas and actions for how leaders lead so that others improve. By embracing uncertainty, progressing by exploring, cultivating the right values, learning and adapting, and being kind, caring leaders coach, inspire, communicate, transform, build relationships, collaborate, and engage others to deliver sustainable performance today and tomorrow. Grounded in insights, illustrated with examples, and actionable through tools, this outstanding and comprehensive book offers practical guidance for today’s leaders. “

- **Dave Ulrich, Rensis Likert Professor, Ross School of Business, University of Michigan; Partner, The RBL Group**

“If you care deeply about your career, your business, your organization, and think today’s leadership *gurus* are all hat and no cattle, congratulations, you’ve found your needle in a haystack of business books. DeKoch and Clampitt show you how a commitment to certain core beliefs and behaviors can guide you through uncertain times and unleash the power of human potential.”

- **Steve Tobak, Managing Partner at Invisor Consulting**

“I have researched and tried to mitigate toxic leadership in organizations. *Leading With Care in a Tough World* is a welcome contribution, providing recommendations and insights to those who must accomplish difficult tasks in challenging environments.”

- **George E. Reed, Ph.D. Dean, School of Public Affairs, University of Colorado, Colorado Springs**

“In a post pandemic world laden with unprecedented burnout and anxiety, the concept of caring leadership seems more critical than ever. Caring leadership inspires individuals to willingly contribute their unique talents and embrace a common goal. This book is an excellent and practical resource for organizational leaders thinking reflectively about what it really means to lead in times characterized by unparalleled change and complexity. If you aspire to make meaningful change in your organization today, this book will jumpstart your journey.”

- **Johannes Vieweg, Dean, College of Allopathic Medicine, Nova Southeastern University**

“*Leading with Care in a Tough World* provides a compelling approach to inspire diverse teams and transform any type of organization at a time of intense disruption from globalization, technological change, and a global pandemic. It’s an enjoyable read with many memorable stories along with self-assessment questions to ensure you put the key messages into practice.”

- **Karl Alleman, Executive Committee Member, Egon Zehnder**

“No matter your age or experience, there’s always room to learn more about the art and practice of leadership. This book shines an entirely new light on the subject. A great read. It will make you think.”

- **Gale Klappa, Executive Chairman, WEC Energy Group**

"Leading with Care in a Tough World provides insight into leading in the "new world" we live in. As the world around us is adapting to our new circumstances, our leadership strategies and approaches must adapt with it to sustain productive and happy team environments. This book goes beyond "how to be a good leader" by preparing you to grow your personal development and heighten self-awareness but also supplying you with a toolbox of strategies to utilize in your day to day. Turn the last page of this book to enter into the world of effervescent teams, ultimate productivity, and better than good leadership."

- Lexi Bretl, Student Relations Associate, Veterinary Emergency Group

"Leading with Care in a Tough World should be readily at your fingertips rather than adorning your bookshelf. With an extraordinarily candid style, DeKoch and Clampitt bring hidden conversations into the open. Enduringly relevant and practical in its application, *Leading with Care* takes the reader on an adventure of intentional Leadership Evolution."

- Alida Al-Saadi - Senior Partner & Futurist - Korn Ferry

"I've read a great many business books and *Leading with Care* gave me some new insights. It is dense with not just "the what" but the "how to" and will positively challenge both your beliefs and your behaviors."

- Mark Sanborn, President, Sanborn & Associates, Inc., and author of *You Don't Need a Title to be a Leader* and *The Intention Imperative*

"Effective leadership is ultimately about serving others, creating value from their points of view. *Leading with Care in a Tough World* applies timeless ideals to our current, fast-changing moment. This highly readable book can be of use to everyone in any organization or team striving to reach the next level."

- James Strock, author of *Serve to Lead*

Common Questions for the Authors

Why did you write this book? We believe that in a tough world we need better leaders who can both *care about others* and *make progress on challenging issues*. There are books (and leaders) who care. There are books (and leaders) who can make progress. But few leaders skillfully promote progress while demonstrating care for others. So, we hope to spur on that conversation, transcending that tension to collaboratively accomplish things few thought possible.

There are plenty of books written about the “soft side” of leadership, oriented around emotional intelligence and the servant leadership model. How is yours different? Well, the subtitle is actually, “beyond servant leadership”. We see emotional intelligence and servant leadership as a *great foundation*, but we take the next step by candidly addressing issues that seem to be in the background of those movements. For example, we address *financial issues* front and center in one chapter; in another, we focus on *how to transform pushback into progress*.

What did you discover in writing this book? We talked to many people about the ideas and found that many leaders shared the frustrations we addressed. For example, everybody believes in “good listening,” but many leaders sensed there was almost a “faux listening” movement sweeping the office place. Ditto for collaboration.

Why do you think there is so much faux listening and faux collaboration? A very complex question but we’ve isolated two primary challenges:

First, many people might learn about the behaviors associated with collaboration, but neglect to develop the corresponding fundamental beliefs. Leaders need to *believe* in the power of embracing uncertainty to genuinely collaborate with others.

Second, there are two aspects of leadership skills: those that are visible to others and those that are more subtle. Effective leaders blend the two. Asking the right questions is a visible practice that enhances listening. A more subtle practice would be simply remaining silent at the right time.

What’s been the reaction to the book so far? We’ve had two interesting responses. *First*, some people found a fascinating topic in the book, like “toxic positivity”, and detail how it helps develop a better understanding and action plan to address the issue.

Others tell us you have to read the entire book to fully understand the integrated perspective. It’s not just one topic but the integrated sets of beliefs and practices that proves most meaningful for some leaders – it’s one of those “oh-I-see-how-this-all fits together” transformative, life experiences.

How did you collaborate to write this book? We've worked together for decades on various executive development and organizational issues. And we've observed each other "in action." Plus, we've written two other books together. So, that formed a strong foundation, but there are always issues to hash out. Writing a book and many articles forces you to clarify your thinking and observations in profound ways. It's never easy but it proves rewarding.

Does the pairing of a business executive and professor present any special challenges? Sure. We have different lens through which we view the same issue or situation. In general, that adds depth to our mutual understanding but sometimes it creates tensions that we need to resolve. For example, we had long discussions about maximizing employee performance. We had some differing perspectives about how to deal with people who were underperforming but we ended up with a nice integration of our views.

What is the biggest challenge for leaders who aspire to lead with care? Two issues are worth noting – self-deception and culture.

It's easy to read a book like this or even scan the table of contents and simply say, "Yes, I do all these things." That's self-deceptive. And, that's why we included self-reflection questions at the end of the chapters. Better yet, have your team rate you on those questions.

The other issue is organizational culture. You can only practice these principles in organizations that, at the very least, tolerate if not embrace the core tenants. We doubt leading with care makes much sense to Putin's army right now.

The illustrations in the book are thought provoking. Was that part of your writing process? Yes. For every topic we crafted this challenge: How could we visualize the challenge or recommendation in a single visual image? We thought about this in the design of the project.

How does your book relate to the current crop of political leaders? Politics is a very tough world but the leading with care approach has direct relevance to how to address the complex challenges our world faces. If politicians and bureaucrats don't solve problems in the right way, the solutions are not sustainable, regardless of how laudable they might be.

Do you think *Leading with Care in a Tough World* will be the final word on leadership? We hope not. After all, we start the book with a discussion on the power of embracing uncertainty. But we do think the book can take leaders to the next level, beyond servant leadership. And, maybe we can all do our part to make this a little better world.

Bob DeKoch Detailed Bio

Bob received his BA from Lawrence University and his MBA from the University of Wisconsin-Oshkosh. He received an Honorary Doctorate degree from the University of Wisconsin-Oshkosh, for his work in Economic Development.

Bob served for more than 20 years as the president and COO of The Boldt Company, a privately held national construction services and real estate development firm. Under his leadership, Boldt greatly expanded its geographic and market sector reach and grew to a billion-dollar company. Bob also led the transition of Boldt from private family ownership to an employee and family-owned enterprise. Bob remains on the board of The Boldt Group. In 2010 Bob started his own leadership consulting firm called Limitless, LLC, where he serves as President. Prior to joining Boldt, Bob spent 25 years in the manufacturing sector where he held various management and executive leadership roles in the chemical industry, the brewing industry and the pulp and paper industry, including serving as VP of Manufacturing for Appleton Papers.

Bob has dedicated himself to sharing his decades of experience, serving as a mentor in areas of management and leadership. He co-authored three books: *Embracing Uncertainty-The Essence of Leadership* (2001), *Transforming Leaders in Progress Makers* (2010), and *Leading with Care in a Tough World* (2022). In 2018 he was awarded the Paul and Elaine Growth Mentoring Award, honoring his contributions to the quality of life in the Fox Cities through his mentorship in the community. In 2023 he was awarded the Business Hall of Fame Award from the Fox Cities Chamber of Commerce.

Phil Clampitt Detailed Bio

Phillip G. Clampitt (PhD, University of Kansas) holds the Blair Endowed Chair of Communication and was previously designated the Hendrickson Named Professor of Business at the University of Wisconsin–Green Bay. In addition to being a finalist for the University of Wisconsin Regent’s teaching award, Phil has won numerous awards for his teaching and scholarship. His students started calling him “Dr. So What” because he asked “So what?” so often as a prod to encourage them to think about the implications of their ideas. He embraced the moniker and created a website devoted to improving critical thinking (see www.DrSoWhat.com).

Most recently, his articles in *MIT Sloan Management Review* on the “[Hard Truths about the Meeting after the Meeting](#)” and “[Five Ways Leaders Can Turn Pushback into Progress](#)” have gained accolades from around the world. Additionally, the *Wall Street Journal* and *MIT Sloan Management Review* highlighted his work on decision downloading, which details how companies can effectively communicate decisions to those not involved in the decision-making process. His book, *Communicating for Managerial Effectiveness* (sixth edition), is a Sage Publications best seller (see www.mycmebook.net). He also authored the books, *Social Media Strategy: Tools for Professionals and Organizations* (see www.amazingSMstrategy.com) and *Clear Thinking in an Age of Hype, Nonsense, and Anxiety* (see clearthinkingtoday.com). His most recent book, *Leading with Care in a Tough World*, was co-authored with Bob DeKoch (see www.leadingwithcare.net).

In addition to many guest speaking opportunities in the United States, he has also been invited to speak internationally at the University of Pisa, University of Aberdeen, University of Ulster, and numerous multinational businesses and professional organizations. As a principal in his firm, Metacomm, he consults on communication issues with a variety of organizations, such as PepsiCo, Manpower, the Neville Public Museum, Schneider National, The Boldt Company, Dental City, Prevea, The U.S. Army War College, Appleton, and Nokia (see www.imetacomm.com).

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