

# ABOUT THE **AUTHORS**

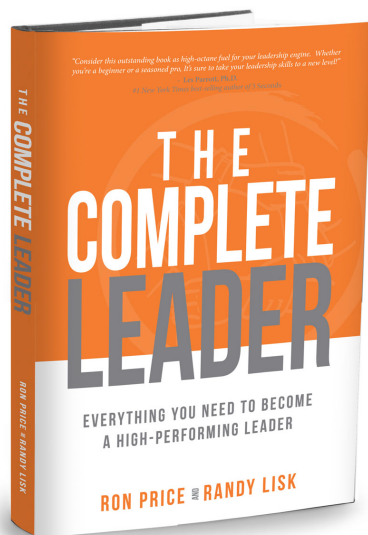


**RON PRICE** is an international business advisor, executive coach and speaker. As a noted expert on how human behavior translates to company culture, individual and business performance, he has traveled over two million miles and given over 2,000 speeches in 15 countries. Ron is the author of five books and the founder and CEO of Price Associates, a global leadership performance firm. His expertise includes talent, strategy and performance improvement. He has served in almost every executive management position over the past 35 years, and has received several awards from TTI Success Insights for his service and impact in the consulting community. He is a regular contributor to magazines, radio and TV.



**RANDY LISK** is a group facilitator, trusted advisor, coach and consultant. He has designed and presented supervisor and leadership education, taught coaching, communications and leadership skills to managers, helped teams reach their goals, and positively impacted the lives of thousands of people. Randy is the author of two books on organizational improvement and leadership. In 1991 he founded Lisk Associates, consultants to business. Prior to that, Randy enjoyed a 23-year career with IBM where he held numerous senior management and leadership roles in engineering and planning. Randy holds a BSEE (electrical engineering) degree from the University of Cincinnati and an MSEE degree from the University of Kentucky.

# ABOUT THE BOOK



Executive coaches Randy Lisk and Ron Price combine experience and tools gleaned from decades working with leaders from Fortune 100 companies to small businesses to present twenty-five modules in *The Complete Leader*. Each skill is organized around the four qualities necessary for leadership excellence.

Presented in a way that is both customizable and scalable, each leadership competency utilizes practical tools for defining, practicing and becoming the greatest version of yourself. The companion site, [TheCompleteLeader.org](http://TheCompleteLeader.org), includes individual assessments and furthers the ideas presented in each section, offering additional methods to deepen practice and learning. This combination of book, assessments and website round out a robust program designed for today's established executives and tomorrow's emerging leaders.

## SUGGESTED INTERVIEW TOPICS

The leadership drought—how to fortify your company

Leadership is a calling—leaders come forward when there is a need

Recognizing your leadership strengths and challenges

The benefits of developing leaders holistically—mind, body and character

How to identify and support your company's emerging leaders

# ENDORSEMENTS

"You might wonder why, as a parable writer who seldom concentrates on more than two or three 'secrets' at once, I would endorse *The Complete Leader*—a book that essentially teaches you everything you need to become a high performing leader. **This book can serve as your own leadership curriculum as you work on the competencies you need to be an effective leader.** You'll take the self assessment in the back of the book, decide which of the twenty-five leadership competencies you need help on, and then go to the appropriate chapter. Thanks, Ron and Randy, for putting all this valuable information in one place."

Ken Blanchard, coauthor of *The One Minute Manager®* and *Leading at a Higher Level*

"*The Complete Leader* encapsulates the lifelong learning of master practitioners and thought leaders on the subject. This **masterpiece** is an essential and insightful learning tool to fast forward the career for every aspiring great leader."

Imelda Butler, Odyssey Transformational Strategies, Dublin, Ireland

"**No two people understand leadership better than Ron Price and Randy Lisk.** They have been leading, teaching and coaching others to lead for years. Now, they have given us the complete guide. What a gift! Full of practical insights and terrific coaching, *The Complete Leader* will alter the performance of leaders worldwide."

John Hersey, President TTI Success Insights North America,  
Author of *Creating Contagious Leadership*

"Having coached dozens of leaders, I believe that Ron and Randy have captured one critical component of every great leader: self-awareness. The most outstanding leaders understand themselves and each of the competencies that the authors explain so powerfully. **This should be the one book that sits on every leader's – or soon to be leader's – desk.**"

Terri Kabachnick, CSP, CPBA, CPVA, CPHDA, CEO and Founder, The Kabachnick Group, Inc.

# NEWS RELEASE

## International Business Experts Write Book on Developing Next Generation of Leaders *Authors Claim Holistic Approach is Key to Cultivating High-performing Leaders*

Boise (May 20, 2014)— Ron Price and Randy Lisk have spent a collective 75 years leading companies and coaching leaders. Throughout their careers they've seen one trend emerge: high-performing leaders are continual learners; they are constantly improving their crafts and working to develop the people who work for them in a holistic way.

"Holistic leadership development is critical as companies face the impending leadership drought and work to secure the future of their organizations by identifying and developing emerging leaders," said Price.

Price and Lisk also found that no matter the industry, the elements that make up proficient leadership are the same. So they set out to compile all of the skills in their new book, "The Complete Leader: Everything You Need to Become a High-Performing Leader."

In the book, the authors offer a road map to becoming the most complete leader possible, including a list of the 25 necessary leadership competencies and a comprehensive evaluation for each one. Purchase of the book also includes a one-year membership to an online community offering continuing education and additional resources. The book and website are part of a comprehensive leadership development system that includes a company-sponsored training program.

"We believe that leadership is a calling," said Price. "An important part of answering that calling is developing leadership skills that invest in personal growth, as well as inspiring development in others. And that's what The Complete Leader program is designed to do."

The authors' goal is to support leaders who realize that investment in the growth of the whole person will ultimately result in the growth of the bottom line. Traditional leadership development programs are often based around the development of soft skills such as communications and managing conflict. The Complete Leader takes a holistic approach, focused on the belief that each person possesses leadership traits that can be developed by nurturing the mind, body and character.

The authors admit that the book's title is a little tongue in cheek. "There is really no such thing as a complete leader, but we titled the book this way on purpose," explains Price. "Truly great leadership is a continual journey that can be immensely rewarding, and that's why those who are called to leadership embark upon it."

Learn more about The Complete Leader system, the 25 competencies, and the authors at [TheCompleteLeader.org](http://TheCompleteLeader.org).

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Contact: Nichole MacDowell  
(208) 716-4845, [nichole.macdowell@gmail.com](mailto:nichole.macdowell@gmail.com)