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**THOUGHT LEADER KEVIN CASHMAN REWRITES THE BOOK ON LEADERSHIP
DEVELOPMENT**

**Business best-seller *Leadership from the Inside Out* debuts September 15th in expanded
second edition**

"We lead by virtue of who we are."

MINNEAPOLIS, August 1, 2008 – *Leadership from the Inside Out*, Kevin Cashman's transformational business best-seller that connects personal growth to leadership growth will soon be available in a revised, updated edition that includes an abundance of new research, case studies, tools and practices.

The expanded second edition hits shelves September 15th – and delivery is just in time. Experts predict that in less than five years, half of all C-level executives will retire, making the acquisition, retention and development of top talent more challenging. In a survey by the Corporate Executive Board, hiring managers reported that the average quality of candidates had dropped 10 percent, and vacancies were remaining unfilled longer. With top talent at a premium, organizations are searching more than ever for the keys to unlock the deeper potential of their existing and emerging leaders.

To address these critical issues, Cashman harnesses decades of work delivering comprehensive leadership development, executive coaching and team effectiveness offerings to individuals, teams and organizations, now through Korn/Ferry International's esteemed talent management consulting business. In contrast to other books that focus on a limited list of management skills, *Leadership from the Inside Out* addresses seven enduring "mastery areas" of human development and life effectiveness, such as meshing personal authenticity with others through *Interpersonal Mastery* or building capacity to energetically weather career and marketplace storms via *Resilience Mastery*.

Found within this framework is an abundance of powerful lessons and insights directly relevant to any C-suite agenda. The original version, which earned the title of CEO-READ's number one book for 2000 and became a top 20 book of the decade, has increasingly become a centerpiece of many organizations' leadership acceleration programs, as appreciation has grown for the complementary relationship between personal and professional development. In the new edition, Cashman offers additional evidence that the two are not mutually exclusive, but inextricably bound.

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When discussing the management issue of change, for instance, Cashman writes, “Change is usually seen as something happening ‘out there’: The world changes, products change, competition changes, systems and processes change, technology changes... (Rather), all significant change begins with self-change. Moving our concept of change from an outside-in paradigm to an inside-out paradigm has profound implications. When viewed from this perspective, we see change as an internal dynamic – an internal process of learning and development.”

The expanded book places greater emphasis on developing leadership at all organizational levels, teaching leaders to simultaneously coach themselves and others by building awareness, commitment and practice. Cashman gets leaders well on their way in this journey with convincing first and second-hand research findings, including the following:

- Top leaders follow an arc of decision-making styles over a career. Those who migrate from a decisive style early in their career to more integrative and collaborative approaches advance higher and are compensated better;
- The ability to adapt to change with “learning agility” is a much better predictor of potential success than raw IQ;
- Based on hundreds of thousands of 360-degree assessments, it’s statistically demonstrated that a leader’s effectiveness shoots through the roof when one can balance both a focus on results and highly developed interpersonal skills; and
- The conscious management of personal energy levels – not time – has been shown to most dramatically improve individual performance and productivity;

Book Experience is Reflective, Interactive and Practical

Cashman’s book isn’t intended to be a quick read. In fact, he urges readers to take it slowly, to experience it as an interactive journey provoking thought and introspection. That is typically uncomfortable for action-driven executives, so along the way he offers reassuring support in the form of real success stories of leaders, who oftentimes peeled away layers of disparity between their hard-driving images and authentic selves.

Fans of the original book will find plenty of new concepts to advance their practice of both inside-out and outside-in leadership. Cashman remains true to his core ideas, but integrates new concepts and applications that make the revised and expanded *Leadership from the Inside Out* even more essential to businesses in today’s 21st century global economy.

The second edition of *Leadership from the Inside Out* is available through 800CEOREAD.com as well as favorite booksellers. Published by Berrett-Koehler, the book launches September 15th, spans 240 pages in soft cover and will retail for \$16.95.



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About Kevin Cashman

A pioneer of the fast-growing business of executive coaching, Kevin Cashman founded LeaderSource, a leadership development, executive coaching and team effectiveness consultancy which joined Korn/Ferry International in 2006. He is the author of one other best-selling business book, *Awakening the Leader Within* – and has been a contributing author along with Warren Bennis, Stephen Covey and Marshall Goldsmith in *A New Paradigm of Leadership* and *Partnering: The New Face of Leadership*. He is also a columnist addressing leadership for Forbes.com.

About Korn/Ferry International

Korn/Ferry International, with 89 offices in 38 countries, is a premier global provider of talent management solutions. Based in Los Angeles, the firm delivers an array of solutions that help clients to identify, deploy, develop, retain and reward their talent. For more information on the Korn/Ferry International family of companies, visit www.kornferry.com.

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