

StrategyDriven

effective executives, efficient employees



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Learn How to Create a Culture of Integrity with Thoughtful Insight from Tony Simons, author of THE INTEGRITY DIVIDEND on the StrategyDriven Podcast

Tune in to beyond-the-scope-of-the-book interviews with Nathan Ives, MBA, PMP with StrategyDriven podcasts. In this interview, Nathan Ives delves deep into the expertise of Tony Simons, Associate Professor at Cornell University and author of THE INTEGRITY DIVIDEND, to explore techniques that work best in cultivating integrity in the culture of businesses with tips on how listeners can quickly implement these strategies into their organization.

Atlanta, GA (November 3, 2008)—Tune in to insightful and unrivaled interviews with authors of leading business books on the StrategyDriven Podcast. Unlike typical author interviews, Nathan Ives, MBA, PMP goes beyond the written word directly to the day-to-day application of principles readers can immediately implement in their businesses. Find out how Tony Simons, author of THE INTEGRITY DIVIDEND, responds to questions that Nathan asks about aligning a leader's words and actions. The two-part podcast is now available at www.StrategyDriven.com. Listen to find out how important managerial integrity is for a business's bottom line.

“Leaders’ consistency between word and action supports employee trust and gives them clear direction,” Tony Simons explains. “Consistency promotes engagement of employees’ hearts in their work, which leads to a host of discretionary contributions, from enhanced initiative to problem solving to customer service. This trickles down through the organization to create a leadership culture of integrity. Behavioral integrity also increases the strength and efficiency of relationships with customers, suppliers, and unions,” Simons further explains. All of these improvements can be expected to show up on the bottom line as “the integrity dividend.” As common sense as that might appear, for most managers, real life interferes and managers unwittingly undermine their own credibility. In *THE INTEGRITY DIVIDEND*, Simons helps readers understand the factors that drive—and impede—integrity.

Nathan only selects titles that meet a stringent set of StrategyDriven requirements. First, the title must be aligned with the StrategyDriven mission of delivering best-practice solutions to small- and medium-sized businesses, including decision making, leadership, management, and organizational performance. Secondly, the authors must be highly respected in their field of study.

StrategyDriven author interviews are uniquely different than the average book review. The primary difference, these podcasts are not simple book reviews or summaries. Nathan reads each book prior to the interview and questions the author for a deeper understanding of the important strategies discussed in the book and probes for examples of real-world implementation of those strategies. As a result, listeners get more information, including author advice not contained within the book; offering additional value listeners can incorporate into their business model. Additionally, StrategyDriven interview articles contain quick links to supplementary materials provided by the author.

About StrategyDriven

Get the benefits of an experienced MBA staff without the expense at StrategyDriven.com. Developed by management and training professionals, StrategyDriven offers small-to-medium sized businesses (SMB) a wide array of best practice business planning and execution tools for executives and managers; how-to advice; example-rich podcasts; and customizable ready-to-use templates.

StrategyDriven.com began posting free articles in July 2007 and added podcasts in November 2007. In July 2008, StrategyDriven began offering interviews of industry-leading experts on a variety of business-centric topics via podcast. At StrategyDriven.com, our goal is to provide real-world applications of strategic business planning and tactical execution best practices—a blending of information and experience practically applied in the workplace combined with a degree of research and academia—to small-to-medium size businesses that wouldn't normally have access to these resources.

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