

StrategyDriven

effective executives, efficient employees



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Learn How to Use Gender Science to Lead, Negotiate, and Communicate for Success from Michael Gurian, author of LEADERSHIP AND THE SEXES 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 Michael Gurian, New York Times bestselling author of LEADERSHIP AND THE SEXES, to explore how organization leaders can use gender science to lead, negotiate, and communicate for success.

Atlanta, GA (November 10, 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 its principles readers can immediately implement in their businesses. Find out how Michael Gurian, author of LEADERSHIP AND THE SEXES, responds to questions that Nathan asks about improving gender dynamics within an organization. The podcast is now available at www.StrategyDriven.com. Listen to find out how important gender intelligence is for a business's bottom line.

Men and women lead differently. Most businesspeople, from front line employees to CEOs, sense this at some level, but can't quite articulate the differences without falling into the trap of creating male and female stereotypes. "There's nothing right or wrong about these differences," the Michael Gurian explains. "But understanding them helps all of us work together more efficiently and effectively. This is truly a bottom-line issue." Companies such as Procter & Gamble, Nissan, Deloitte & Touche, and Brooks Sports are already using their knowledge of brain-based gender differences to their advantage. In **LEADERSHIP AND THE SEXES**, Gurian helps business leaders understand how they can use gender science to lead, negotiate, and communicate for success.

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 simply 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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