

# ***StrategyDriven***

**effective executives, efficient employees**

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CONTACT: Karen Juliano  
PHONE: 678.810.0892  
EMAIL: KarenJuliano@StrategyDriven.com

## **Learn How to Successfully Complete an Executive Transition from Marshall Goldsmith, Author of SUCCESSION on the StrategyDriven Podcast**

*Tune in to beyond-the-scope-of-the-book interviews with Nathan Ives, MBA, PMP on the StrategyDriven Podcast. In this interview, Nathan delves into the expertise of Marshall Goldsmith, co-founder of Marshall Goldsmith Partners and author of SUCCESSION, ARE YOU READY? to explore how executives can deal with the personal issues that arise during executive succession and how to overcome them; achieving a positive outcome for the departing leader, the successor, and the organization.*

Atlanta, GA (April 4, 2009)—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 Marshall Goldsmith, author of SUCCESSION, ARE YOU READY?, responds to Nathan's questions about how chief executives can prepare themselves, their successors, and their organizations for a successful leadership transition. This podcast is now available at [www.StrategyDriven.com](http://www.StrategyDriven.com).

Listen to learn about the many personal issues arising during executive succession and how to overcome them; achieving a positive outcome for the departing leader, the successor, and the organization.

A leader's greatest challenge can be knowing when it's time to step aside. How do you prepare yourself, your successor, and your organization for the inevitable leadership transition? In *SUCCESSION, ARE YOU READY?*, renowned executive coach and bestselling author Marshall Goldsmith offers candid advice on succession from the outgoing executive's perspective. From choosing and grooming a successor while avoiding political minefields, to finally handing over responsibility, Goldsmith walks leaders through each step of the succession process. With *SUCCESSION* as a guide, executives possess a chart for navigating the perilous waters of personal and political issues surrounding their transfer of power.

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 strategic planning, 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 typical book reviews. 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 immediately 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. Individuals registering with StrategyDriven also receive an exclusive four-part whitepaper series on how to develop a performance measurement system that will help drive execution of their organization's strategy.

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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