

# ***StrategyDriven***

**effective executives, efficient employees**

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## **Learn How to Select the Best Top-Level Executives from Nat Stoddard, Author of *THE RIGHT LEADER* 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 Nat Stoddard, Chairman of Crenshaw Associates and author of *THE RIGHT LEADER: SELECTING EXECUTIVES WHO FIT* to explore how companies can best select and transition top-level executives.*

Atlanta, GA (April 17, 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 Nat Stoddard, author of *THE RIGHT LEADER: SELECTING EXECUTIVES WHO FIT*, responds to questions Nathan asks about how companies can prepare for and execute an effective executive selection and transition. This podcast is now available at [www.StrategyDriven.com](http://www.StrategyDriven.com). Listen to learn about the revolutionary new approach to selecting top-level executives.

The need for excellence in business leadership has never been more critical than it is today. Yet the rate of leadership failures is at an all-time high. According to Nat Stoddard, chairman of Crenshaw Associates and author of *THE RIGHT LEADER: SELECTING EXECUTIVES WHO FIT*, “One of the saddest aspects of these leadership failures is that few have much to do with the individuals’ competence.” In *THE RIGHT LEADER*, Stoddard reveals a revolutionary new model for selecting and transitioning top-level executives; delineating the specific steps needed to successfully select executives possessing the needed skills and experiences while also being a good fit with the organization’s culture. With *THE RIGHT LEADER* as a guide, companies will be able to reduce the risks of leadership failures and ensure their new executives have the abilities, personalities, and energy that match the business needs of the organization, and whose character and style fit the company’s cultures.

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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