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1435 Fourth St., Berkeley, CA 94710

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For Immediate Release

Contact: Allegra Harris, Publicity

aharris@northatlanticbooks.com

510-559-8277, ext. 35

Contact: Isabella Michon

im.media@comcast.net

415/898-4838

New Book *The Leadership Dojo* Reveals The Innovative Techniques that Have Helped Tens of Thousands on Five Continents Become More Effective & Compassionate Leaders

(Berkeley, CA, September 10, 2007) - Describing leadership as both a role and a way of life, Richard Strozzi-Heckler provides an alternative to the glut of quick-fix motivational books that are becoming all too familiar. Strozzi-Heckler's *The Leadership Dojo: Build Your Foundation as an Exemplary Leader* finally shares the same teachings that he has brought to Fortune 500 executives, top-ranked military leaders, and social entrepreneurs. His unique blend of martial arts mastery with time-tested business strategies has worked for tens of thousands of clients.

Based on the increasingly popular bodywork method of somatics (a unity of language, action, energy, and meaning), Strozzi-Heckler provides an innovative approach to leadership that allows practitioners to take new actions that increase trust, motivation, and effectiveness in their organization.

Strozzi-Heckler writes, "Bookstores are filled with stories of great leaders and what they did in certain situations, but nothing about how leadership is learned." *The Leadership Dojo* combats this by including in each chapter sets of "practices" that serve as simple, everyday strategies for incorporating this methodology into one's life.

Of Strozzi-Heckler's training of U.S. Marine Corps, *The Wall Street Journal* has said, it's "focused as much on the soul as it is on the soldiering." *The Leadership Dojo* combines the precision of the military with a set of spiritual and mental practices that allow the reader to develop lifelong leadership skills.

Advance Praise:

"Strozzi-Heckler, a martial arts expert, former marine, and executive coach for AT&T and Microsoft, provides a decidedly mystical primer on leadership. Effective managers, he says, must cultivate their inner "warrior spirit"—becoming, à la George Washington in the Revolutionary War, the physical embodiment of their organizations. Unorthodox, sure, but it worked against the British."

U.S. News & World Report

"...Richard Strozzi-Heckler draws on his vast coaching experience and encyclopedic knowledge of somatics to pinpoint the true source of leadership...The result is a pragmatic, powerful, and promising approach, worthy of study by anyone seeking to educate, train, or develop leaders to do well and do good at the same time."

James N. Baron

William S. Beinecke Professor of Management, Yale School of Management

**September 2007, 978-158394-201-7, Hardcover, 224 pp., 6 x 9, \$24.95
Business & Economics/Leadership**

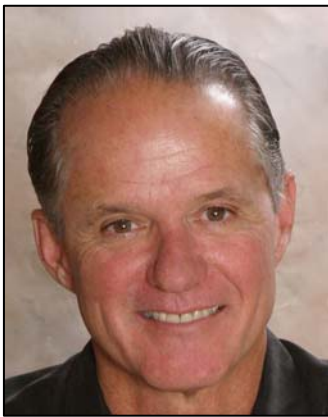
“The teams that I led using this training met goals on time and under budget. Team members became effective leaders who went on to bigger roles and responsibilities. I would not dream of leading a team without relying on the teachings of Richard Strozzi-Heckler. It would be like skiing without the snow.”
Nancy J. Hutson

Senior Vice President, Pfizer Research & Development

“In this day and age, the question confronting all sectors is how to develop exemplary leaders who embody their message. *The Leadership Dojo* goes far beyond the traditional concept of leadership development, illuminating fresh practices to guide this quest. A must-read for leaders and leadership development professionals alike.”

Richard J. Leider

Founder, The Inventure Group, bestselling author of *Repacking Your Bags & The Power of Purpose*



About the Author:

Richard Strozzi-Heckler, PhD, is co-founder and president of Strozzi Institute. A nationally known speaker and consultant on leadership and mastery, he has spent more than three decades researching, developing, and teaching the practical application of Somatics (the unity of language, action, and meaning) to business leaders and executive managers.

Strozzi-Heckler is the author of seven books, including *In Search of the Warrior Spirit*, *The Anatomy of Change*, *Holding the Center*, and *Aikido and the New Warrior*. His articles have appeared in *Esquire*, *East West Journal*, *The Whole Earth Review*, and numerous other publications. In October 2000, a *Wall Street Journal* cover story featured the groundbreaking leadership program developed by Strozzi-Heckler for the United States Marine Corps.

Strozzi-Heckler’s PhD dissertation in Psychology was made into the book *The Mind/Body Interface*. A sixth-degree black belt in the martial art of Aikido, he also holds ranks in Judo, Jujitsu, and Capoeira. He has taught at the University of Chicago, Harvard University, Sonoma State University, Esalen Institute, Lone Mountain College, Naropa Institute, and the University of Munich.

Having consulted with tens of thousands over the last 30 years, Strozzi-Heckler has worked with a diverse range of individuals including corporate executives, Olympic and professional athletes, managers, political leaders, and even inner-city gangs.

Strozzi Institute’s Clientele Includes:

- Hewlett-Packard
- Apple Computer
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- AT&T
- Agilent
- Pfizer
- Homeland Security
- Motorola
- Wells Fargo Bank
- Visa
- Capital One
- Barnes & Noble
- Scholastic, Inc.
- Simon & Schuster
- Kaiser Permanente
- Office Depot
- U.S. Marine Corps
- U.S. Navy Seals

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