

(continued from front flap)

experience in book form, offering all senior leaders access to the information that is crucial in order to understand, choose, and leverage the next generation of leaders.

The Emerging Leader is required reading for executives who want to develop and get the most out of the promising people in their organizations, and keep them engaged and committed to take their enterprises to greater heights of success.



JAMIE BROUGHTON is the president of Footprint Leadership, North America's only leadership development firm dedicated to Emerging Leaders. A certified professional coach, he works with clients, addresses audiences, and publishes articles on the topics of leadership and high performance. His work has appeared in *HR Professional*, among other publications, and he has been featured in *The Globe and Mail* and on CBC radio.

Don't miss out on Jamie Broughton's ongoing secrets to leadership and high performance. Get your FREE subscription at:

www.EmergingLeaderBook.com/bonus

ARE YOU IGNORING YOUR COMPANY'S GREATEST ASSETS?

You know the competition for your great people is only getting worse and employee loyalty isn't what it used to be. So how do you select, grow, and retain your most promising people in this unpredictable environment?

Jamie Broughton, one of today's premier executive coaches and leadership development experts, reveals what really makes your future leaders tick. Now you can better understand, partner with, and ultimately leverage the biggest asset your company has—its Emerging Leaders.

You'll learn how to:

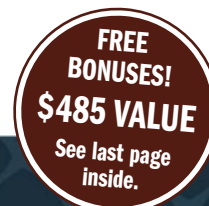
- Avoid the pitfalls that cause Emerging Leaders to disengage or abandon ship
- Stop wasting valuable resources on ineffective leadership training
- Enroll others in the importance and urgency of leadership development
- Make it easier for time-strapped managers to grow their own leaders
- Build your Emerging Leaders' skills quickly, yet still get today's work done
- Answer the question: "Do we buy 'em or grow 'em?"

"Read Jamie's powerful new book, and learn to spot, leverage, and lead your next generation of leaders to greater success!"

—Marshall Goldsmith, author of the *New York Times* bestseller, *Succession: Are You Ready?* and *The Wall Street Journal* #1 Business Book, *What Got You Here Won't Get You There*

"Your up-and-coming employees are like sitting ducks, waiting to be picked off by an organization who understands them. *The Emerging Leader* helps stop the talent leak that's costing companies millions of dollars a year."

—Randy McGlynn, CEO, Ontario Teachers Insurance Plan



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THE EMERGING LEADER
JAMIE BROUGHTON

"Emerging leaders are, literally, the future of business. . . . Jamie powerfully bridges the gap between old world tenets and new world reality to identify and develop those emerging leaders with the greatest potential."

— **STEPHEN M. R. COVEY**

author of the *New York Times* and #1 *Wall Street Journal* bestseller *The Speed of Trust*

THE EMERGING LEADER

Identify, Ignite and
Retain Your Company's
Next Generation
of Leaders



JAMIE BROUGHTON

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Emerging Doesn't Mean Ready

You're a senior leader who's examining the talent pool of Emerging Leaders in your organization. How do you decide which ones can take your department, division, or company into the future? How do you develop and retain those Emerging Leaders with the greatest promise, especially when their work habits, work ethic, and even their loyalty seem to diverge so wildly from yours?

Emerging Leaders witnessed the destruction of the two-way bond of loyalty that existed for decades between employers and workers. They saw their own mothers and fathers become downsized or otherwise shown the door after years of dutiful service—after all those missed Little League games and anniversaries.

It's this perspective—compounded by technology, the shrinking talent pool, and dual-income families—that is shaping new priorities and the way your future leaders live, work, and lead.

Jamie Broughton has worked with senior leaders for more than a decade to groom the next generation of leadership within their organizations. For the first time, he shares his knowledge and

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