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# AUTHOR BIOGRAPHY



Award-winning keynote speaker and bestselling author of seven books, **LAURA STACK** is a noted expert in employee and team productivity. She is best known by her moniker, “**THE PRODUCTIVITY PRO®.**” Her engaging personality, combined with nearly 25 years of experience helping organizations achieve RESULTS, have made her one of the most sought-after experts and keynote speakers in her field. Funny, engaging, and full of real-life strategies that work, Laura will change mindsets and attitudes—so your team can maximize its productivity, increase market share, strengthen performance, increase sales, and get the job done right!

Laura is the President & CEO of The Productivity Pro, Inc., a boutique consulting firm helping leaders increase workplace performance in high-stress environments. Her latest book, *Doing the Right Things Right: How the Effective Executive Spends Time* (Berrett-Koehler), hits bookstores in January 2016. Stack is a past president of the National Speakers Association and is a member of its prestigious *CPAE Speaker Hall of Fame*, which has fewer than 175 members worldwide. She is a high-content Certified Speaking Professional (CSP), who educates, entertains, and motivates professionals to deliver bottom-line results.

**Laura has been featured** in the **NEW YORK TIMES, USA TODAY, THE WALL STREET JOURNAL, ENTREPRENEUR, AND FORBES MAGAZINE** and has been a spokesperson for Microsoft, Staples, Dannon, belVita, 3M, Skillsoft, Office Depot, Day-Timer, Fellowes, and Xerox. Her client list includes top Fortune 500 companies, including Starbucks, Wal-Mart, Aramark, Bank of America, GM, Wells Fargo, and Time Warner, plus government agencies such as the United States Air Force Academy, the Census Bureau, the U.S. Senate, and even the IRS. Her books have been published and translated in over 20 countries.

MEDIA ROOM: <http://theproductivitypro.com/media-links/>

# ABOUT THE BOOK

## Official Product Description

As an MBA student, Laura Stack was inspired by Peter Drucker's classic 1967 book *The Effective Executive*. But a lot has changed since it was written. And while Drucker's advice on what to do remains brilliant, he didn't give much detail on the how. Stack's new book is written for the 21st-century executive, detailing precisely how today's leaders and managers can obtain profitable, productive results by managing the intersection of two critical values: effectiveness and efficiency.

Effectiveness, Stack says, is identifying and achieving the best objectives for your organization—doing the right things. Efficiency is accomplishing them with the least amount of time, effort, and cost—doing things right. If you're not clear on both, you're wasting your time. As Drucker put it, “There is nothing so useless as doing efficiently that which should not be done at all.”

Stack identifies twelve practices that will enable executives to be effective and efficient, grouped into three areas where leaders spend their time, called 3T Leadership: (1) Strategic Thinking (business), (2) Teamwork (employees), and (3) Tactics (self). For each practice, Stack offers advice from her twenty-five years in the trenches working with thousands of leaders globally. You'll receive scores of new ideas on how you, your team, and your organization can boost productivity.

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## About the Publisher

Berrett-Koehler Publishers is an independent publisher and certified B Corporation dedicated to an ambitious mission: Connecting people and ideas to create a world that works for all. Read more at [www.bkconnection.com](http://www.bkconnection.com)

# BOOK SAMPLES

## “THE 3T LEADERSHIP ASSESSMENT

Strategy execution is becoming more common at all levels within the white-collar business hierarchy, making more of us *de facto* executives. Good execution requires you to do the right things right: that is, you have to be both efficient and effective in completing your tasks or meeting your objectives. Each chapter and question has a focus highlighted in bold and repeated in the scoring section.

Before you start, I recommend photocopying the assessment, rather than marking your answers in the book itself. That way, you can come back and retake the assessment as your working conditions change and your career advances. Or you can go to [www.3TLeadership.com](http://www.3TLeadership.com) to take the assessment online.

After you take the assessment, transfer your scores to the Score Sheet at the end to analyze them further.”

## “INFLEXIBLE THINGS BREAK, SOMETIMES SPECTACULARLY, WHEN STRESSED.

Even metal will come apart if you apply enough strain. So you’ll need a flexible approach to survive the business weather. Obviously, the new doesn’t *always* work best. Continuous improvement has its flaws if applied to the wrong teams the wrong way, because too-rapid change can stifle ideas before they mature into usefulness. But successful businesses have always adapted readily to change. At no time in living memory—and likely at no point in history—has flexibility been a more desirable business trait than it is today. Change occurs almost daily, whether you want it to or not, so you’ve got to be able to change course to adapt to new opportunities.

The greatest obstacle to change is usually a reluctance to modify or abandon familiar, comforting procedures. But an agile organization has no choice but to change in the face of reality. Adaptation rules the day. As Nietzsche pointed out, “The snake which cannot cast its skin has to die.”

# CHAPTER OUTLINE

The 3T Leadership Assessment

*PART I: STRATEGIC THINKING*

1 GOALS

Align Strategy and Objectives

2 CHANGE

Embrace Innovation and Adaptability

3 COMMUNICATION

Share Mission, Vision, and Ideas

4 DECISION-MAKING

Resolve and Execute Decisions Promptly

*PART II: TEAM FOCUS*

5 ENVIRONMENT

Build an Open Team Culture

6 PERFORMANCE

Forge a Results-Oriented Team

7 MOTIVATION

Harness Creativity and Loyalty

8 GROWTH

Emphasize Continuous Improvement

*PART III: TACTICAL WORK*

9 VALUE

Focus on High-Impact Activities

10 TECHNOLOGY

Master Data Handling and Workflow

11 AGILITY

Maximize Speed and Flexibility

12 BALANCE

Sustain Your Physical and Mental Health

*Conclusion: The Evolving Business of Business*

# LAUNCH PRESS RELEASE

## **Business Book Will Help Companies to ‘Do the Right Things Right.’**

Laura Stack, MBA, CSP, CPAE has trained leaders for Fortune 500 companies like Cisco, Wal-Mart, and Bank of America. In January 2016, her latest book *Doing the Right Things Right* will debut to help all businesses and entrepreneurs flourish.

For Release On: October 27<sup>th</sup>, 2015

*Media Preview: October 12<sup>th</sup>, 2015*

*Doing the Right Things Right* is Laura Stack’s seventh productivity book, which will hit bookstores in early 2016. Stack, who is the founder and owner of The Productivity Pro, Inc., has an impressive resume when it comes to helping companies of all sizes operate more efficiently, grow profit margins, and develop high-performing work environments. Laura Stack’s credentials include features on both the CBS Early Show and CNN, as well as in the New York Times and Wall Street Journal.

“This book is unlike anything on the book market. I’ve spent the last 25 years working with leaders from every industry to understand their time management challenges. I’ve developed my proprietary 3T Leadership Model, which I’ve introduced in the book, to help executives and decisions makers become better leaders, more productive people, and highly agile performers,” says Stack.

Galley copies of *Doing the Right Things Right* are currently available, upon request, to qualified members of the press and business bloggers with significant followers. The subtitle of the book is *How the Effective Executive Spends Time*, a comprehensive topic which is explored within the book. For Stack, this book was created to offer new solutions for executives who now have to combine traditional business practices with a multi-media culture.

“Important core elements of business, such as social media, can both benefit a company and distract employees—bringing productivity to a standstill. The skills I teach in this book can be applied to the new corporate landscape, and the concepts and challenges addressed will help leaders and companies focus on what’s effective *and* efficient, so they can properly execute on their strategic priorities,” finished Stack.

Members of the media are encouraged to submit a story request to Laura Stack’s PR Team, Vece Inc., by sending credentials to: [Office@HeleneVece.com](mailto:Office@HeleneVece.com) or emailing her directly at [Laura@TheProductivityPro.com](mailto:Laura@TheProductivityPro.com). Galley copies and media clippings are also available upon request.

# ADVANCE PRAISE

PRAISE FOR *Doing the Right Things Right: How the Effective Executive Spends Time*.

“Laura Stack is one of the brightest professional people I know. Her content is useful. Her approach is practical. Her recommendations are right on. I recommend her work with conviction.”

—Nido R. Qubein, President, High Point University

“If you’re tired of all the business fables and want real-world coaching on getting more done, then *Doing the Right Things Right* is the book for you.”

—Randy Gage, Author of the New York Times bestseller, *Risky Is the New Safe and Mad Genius*

“I hired Laura Stack personally six years ago. My staff and I were frazzled and felt overworked and out of control. Stack came to town and came to work and life has been better since. Rarely does a day go by that I don’t think of one or two of the productive tips she teaches. I receive regular updates from Stack and regularly learn even more. Now, *Doing the Right Things Right* comes along and updates, refreshes and adds a new perspective to the science of productivity and all that I thought I knew. Read this book so you too can ‘manufacture’ that time in your life that you need so that you can go home early!”

—Montague Boyd, CFP®, 40-year Financial Advisor, Atlanta, GA

“Laura Stack doesn’t beat around the bush when it comes to productive advice—because that would waste time. Not a word’s wasted here. Her examples are to the point, her advice concise, and the book itself surprisingly brief. If she were anyone else, I’d say she tried to cram too many topics into one book, but that’s part of this book’s utility—this book saves time and shelf-space.”

—Jeremy Eaves, Director, People Services, DaVita Inc.

(NOTE: NO comma in Davita Inc.)

“To be successful in business, you must make money, and time is money. The more time you can save, the more of it you can repurpose to higher-value activities. In *Doing the Right Things Right*, Laura Stack offers leaders a practical guide on doing their jobs efficiently and effectively.”

—Alex Doverspike, Director of Financial Services, Chick-fil-A, Inc.

“Once again the ‘Right’ thing to do is to read Laura’s latest book, *Doing the Right Things Right*. Her time-saving productivity systems are vital to strong leadership of self or team. Her practical approach, coupled with a quarter century of teaching leaders, will help you succeed without the pain of mistakes.”



—Jeff Bettinger, Global Head of Talent Acquisition, Alcon, a Novartis company

“I love Laura's refreshingly practical perspective. No one really cares how many items you've crossed off your to-do list or how many hours you spend at the office. What matters is that you get the right things done -- and that's what this no-nonsense little book will teach you to do.”

—Laura Vanderkam, Author, *I Know How She Does It*

"Laura Stack has taken the best ideas of Peter Drucker to a new level for the 21st Century. This book shows you how to dramatically increase your efficiency, effectiveness and results - faster than you ever thought possible."

—Brian Tracy, Author, *Time Power and Eat that Frog*

“I have never met a professional who provides so many immediately impactful solutions to navigating through this busy world and tough business environment. If you follow the concepts that Laura sculpts in *Doing the Right Things Right*, you can gather insight into *where* you might improve your results, understand *why* you might be falling short in some areas, and find practical ways to improve both your work and your life.”

—Cathy Krause, Learning & Development Manager, MillerCoors

“Execute today, plan for tomorrow, and invite the very best from your team. Sound compelling? Then add Laura Stack's latest book, *Doing the Right Things Right*, to the top of your reading list. There's no time to waste, so use her 3T Leadership Assessment and jump straight to the content that will help you most!”

Catherine Stewart, Talent, Culture, & Organizational Development Consultant, H&R Block

“More than a book, *Doing the Right Things Right* is a complete program in leadership efficiency and effectiveness. Offering a tool for analysis, online support, and resources for additional information, Laura Stack provides an exceptional straightforward model for organizational and personal productivity.”

—Karla R. Peters-Van Havel, PhD, COO, Institute for Management Studies

“I’m a big fan of concise writing and straight talk, so I found Stack’s *Doing the Right Things Right: How the Effective Executive Spends Time* right on the mark. Stack makes it easy for executives at all levels to be effective and efficient in twelve practical chapters.”

--Jennifer Colosimo, coauthor of *Great Work, Great Career* (with Stephen R. Covey), former Vice President of Wisdom, DaVita Healthcare Partners

“I hired Laura Stack personally to work with my team. Her views in *Doing the Right Things Right* are drawn from her 25 years of experience with hundreds of leaders and organizations like mine, and I give her work my highest recommendation.”

—Steve Silver, Regional Human Resources Director, AlliedBarton Security Services

Laura Stack is so right about "Doing the Right Things Right." My advice for how an effective executive should spend some time? Read and learn from her book!

- Harvey Mackay, author of the #1 NY Times bestseller *Swim With The Sharks Without Being Eaten Alive*

# CONTACTS & SOCIAL MEDIA ACCOUNTS

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