



BERRETT-KOEHLER PUBLISHERS

235 Montgomery Street, Suite 650
San Francisco, CA 94104-2916
Fax 415.362.2512
www.bkconnection.com

Katie Sheehan, Sr. Communications Manager
Phone: 415.743.6477
Email: ksheehan@bkpub.com

Press Release date: March 2014

Execution IS the Strategy

By Laura Stack

How do leaders achieve maximum results in minimum time?

This book will give you the tools you need as a leader to get more done yourself and through others. Laura Stack really is 'the Productivity Pro.'

—Mark Sanborn, President, Sanborn & Associates, Inc., and author of *You Don't Need a Title to Be a Leader*

San Francisco, CA – Leaders cannot separate strategy from execution—strategy must emerge *from* execution. New technology, sudden changes in global markets, and viral customer reactions to new products require quick and nimble responses. Sometimes a complete strategic turnaround is necessary. If organizations are not set up to be nimble, they can easily go the way of Blockbuster or Borders.

In her new book, “**Execution IS the Strategy**,” Stack teaches leaders how to ensure that their organization is ready for on-the-spot strategic execution. Her **L-E-A-D Formula™** explains how to **Leverage** the people and resources needed to create an agile organization; establish an **Environment** where the employees are confident and capable enough to take the initiative and to make on-the-fly changes; and create **Alignment** with the organization’s goals, so the leaders can **Drive** the organization forward quickly.

Of course, leaders still need to have a great strategy in place, but the goals must be subject to constant readjustment and revision. Execution really *is* the strategy that will propel an organization forward, and Laura Stack can help leaders build an organization that is ready to meet the challenge of constant change.

Laura Stack, MBA, CSP, is America's Premier Expert in Productivity™. For over twenty years, her speeches and seminars have helped attendees accelerate individual and team performance, execute efficiently, and produce greater results in the workplace. Her company, the Productivity Pro, Inc., provides workshops around the globe on achieving Maximum Results in Minimum Time and creating high-performance cultures. She's the author of six books.

Publication date: March 2014, \$17.95, paperback, 240 pages, 6" x 9", ISBN 978-1-60994-968-6 Business