

**“CREATIVESHIP: A NOVEL FOR EVOLVING LEADERS”
EXPLORES WHY CREATIVE LEADERSHIP IS NEEDED TO
BUILD SUSTAINABLE CULTURES AND BUSINESS MODELS**

“Creativeship’ is a must-read for leaders wanting to position their companies for long-term sustainable growth. In this engaging, clever, and thought provoking parable, Kelleher not only explains what principles we need to follow to lead effectively, but also why. As soon as you delve into the book you’ll realize the story is a great read, and the lessons are critical.”

~~~ **Bob Nelson**, Ph.D., million-copy best-selling author of *1501 Ways to Reward Employees* and *1001 Ways to Take Initiative at Work*, among other books

BOSTON, MA (October 23, 2012) Award winning author and recognized expert on employee engagement, leadership, and workforce trends Bob Kelleher has delivered a must-read that explores why traditional definitions of leadership are stale and creative leadership is the only way to build sustainable cultures and business models.

The collapse of the ENRONs, World Coms, and Arthur Andersen of the world has afforded organizations a painful yet educational glimpse at what happens when firms become so singularly focused on profit that they lose their moral compass... and forget their greater purpose. **“CREATIVESHIP: A NOVEL FOR EVOLVING LEADERS” (BLKB Publishing; October 2012; Hardcover, \$24.99)** tackles corporate malaise in a thought-provoking narrative which follows newly retired management consultant, Joe Daniels, in an exploration of what’s missing in business today.

**“Over the past 25 years, we have witnessed the shift from managing things, data, and process (management) to leading people (leadership),”** explains Kelleher. **“Going forward, leaders need to focus on what I call *Creativeship* --- the creation of sustainable cultures and business models. Organizations that don’t cannot expect to thrive.”**

Though Joe is a fictitious character, his experiences, anecdotes, lessons and recommendations are very real. In reflecting on his career and interacting with his now-grown children, he comes to recognize that strong leadership and employee satisfaction alone will no longer be key to a healthy, sustainable business. In today’s era of instant global communication, dramatic shifts in global workforce demographics, and the speed of change, organizations must focus and invest in six interrelated ingredients: Purpose, Employee Engagement, High Performance, Innovation, Tri-Branding, and Global Growth.

Using rich narrative to explore the six principles, ***Creativeship*** offers a road map that leads not just to the finish line, but winning the race. **“*Creativeship*’ reminds us of a crucial lesson in innovation that we often forget: Never accept ‘Because’ as an answer and always ask, ‘Why’ and ‘Why Not?’”** offers **Lorri Freifeld, Editor-in-Chief, *Training* magazine.** **“Take the road less traveled with ‘*Creativeship*’—it can change your life.”**

By presenting ***Creativeship's*** concepts in the form of a relatable narrative, readers can readily see how the concepts it explores are applicable in real-life situations. ***Creativeship*** is chock-full of usable data, the "fable" format provides a refreshing alternative to business books full of dry facts and figures. For those hungry for more business-speak information, the book's appendix includes key learning points, suggested readings, best practices, key discussion questions, specific companies that exemplify ***Creativeship*** principles, and suggested thought leaders to follow. There is even a ***Creativeship Survey*** to see how your company, team, or school scores.

*"Simply put, 'Creativeship' is to today's business leaders what 'The One Minute Manager' was in the 1980s. Its concept is transformative, and Kelleher has introduced it using a brilliant combination of fact and fable," says Tracy Burns, Executive Director Northeast Human Resources Association. "The story not only offers insight into the reflections of an experienced leader, father, and would-be retiree, it translates his reflections into key concepts that build a compelling case for shedding outdated applications of leadership and evolving into the world of creativeship.*

To schedule an interview with Bob Kelleher or to request a review copy of ***Creativeship: A Novel for Evolving Leaders***, please contact Cindy Kazan at [ckazan@communik-pr.com](mailto:ckazan@communik-pr.com); 414-559-0745. For more information, please visit [www.creativeship.com](http://www.creativeship.com).

**About the Author:**

Bob Kelleher is a noted speaker, consultant, and author. His first book, "*Louder Than Words: 10 Practical Employee Engagement Steps That Drive Results*", was the nation's top selling employee engagement book in 2011. Kelleher is also the founder and CEO of The Employee Engagement Group ([www.EmployeeEngagment.com](http://www.EmployeeEngagment.com)) a global consulting firm that works with leadership teams to implement best in class leadership and employee engagement programs, including the world's first virtual cloud based employee engagement resource center, The Employee Engagement Library.

***CREATIVESHIP: A NOVEL FOR EVOLVING LEADERS***

**Bob Kelleher with Liz Batchelder**

**BLKB Publishing; October 2012; Hardcover \$24.99**

**ISBN #978-0-9845329-1-9**