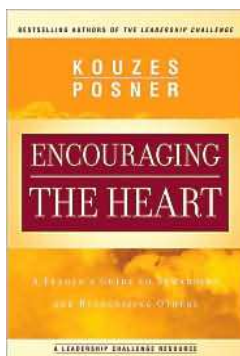
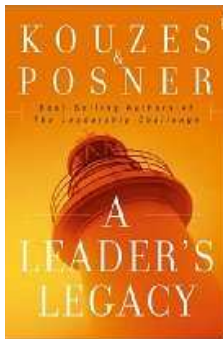
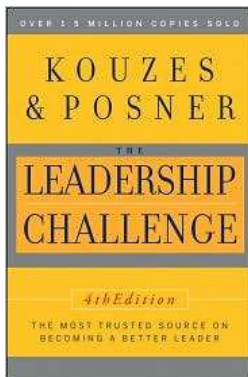


# Jim Kouzes

## Learn the gold standard

*This creator of the leadership model embraced worldwide is training tomorrow's leaders*

### Bestsellers by Kouzes & Pozner



A highly regarded leadership scholar and skilled executive, Jim Kouzes is coauthor of the award-winning book *The Leadership Challenge*. Now in its fourth edition, this business classic was first published in 1987. Available in 15 languages, the book has sold over 1.5 million copies and was a *BusinessWeek* bestseller for three years. *The Leadership Challenge* has been called the “best research-based book on leadership ever written.”

Jim is the Dean's Executive Professor of Leadership at Leavey School of Business at Santa Clara University. Previously, he was president, then CEO and chairman of the Tom Peters Company. Before Jim's tenure at TPC, he was the director of the Executive Development Center at Santa Clara University and the founder/manager of the Joint Center for Human Services Development at San Jose State University.

Jim's achievements are widely recognized. *The Wall Street Journal* named him one of the 12 best executive educators in the country. A sought-after and engaging speaker, his client list reads like a Who's Who of the corporate world: 3M, Accenture, AT&T, Boeing, Cisco Systems, Dell Computer, Federal Express, HSBC, Honeywell, Johnson & Johnson, Microsoft, Motorola, Toyota, and Wells Fargo, to name a few.

Jim and his writing partner, Barry Pozner, have written over a dozen books, including *Credibility: How Leaders Gain and Lose It, Why People Demand It* and *Encouraging the Heart*. Their 2006 bestseller, *The Leader's Legacy*, is another business classic. It was named one of that year's Top 30 books by Soundview Executive Book Summaries, and a Top Ten by Canada's *Globe and Mail*.

In 2001, the International Management Council honored Jim as a recipient of the prestigious Wilbur M. McFeely Award for outstanding contributions to management and leadership education. And he's in great company since some of past McFeely Award recipients include Peter Drucker, Lee Iacocca, Tom Peters, Ken Blanchard, Norman Vincent Peale, Stephen Covey, and Rosabeth Moss Kanter.

Jim addresses a host of leadership topics. Some of his most popular programs are:

- ◆ The Courage to Lead
- ◆ Leadership is a Relationship
- ◆ Leadership Development is Self-Development
- ◆ How to Genuinely Reward and Recognize Others
- ◆ Sustainable Leadership
- ◆ The Five Practices of Exemplary Leadership
- ◆ Inspired a Shared Vision
- ◆ Model the Way: Leaders are Team Players



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