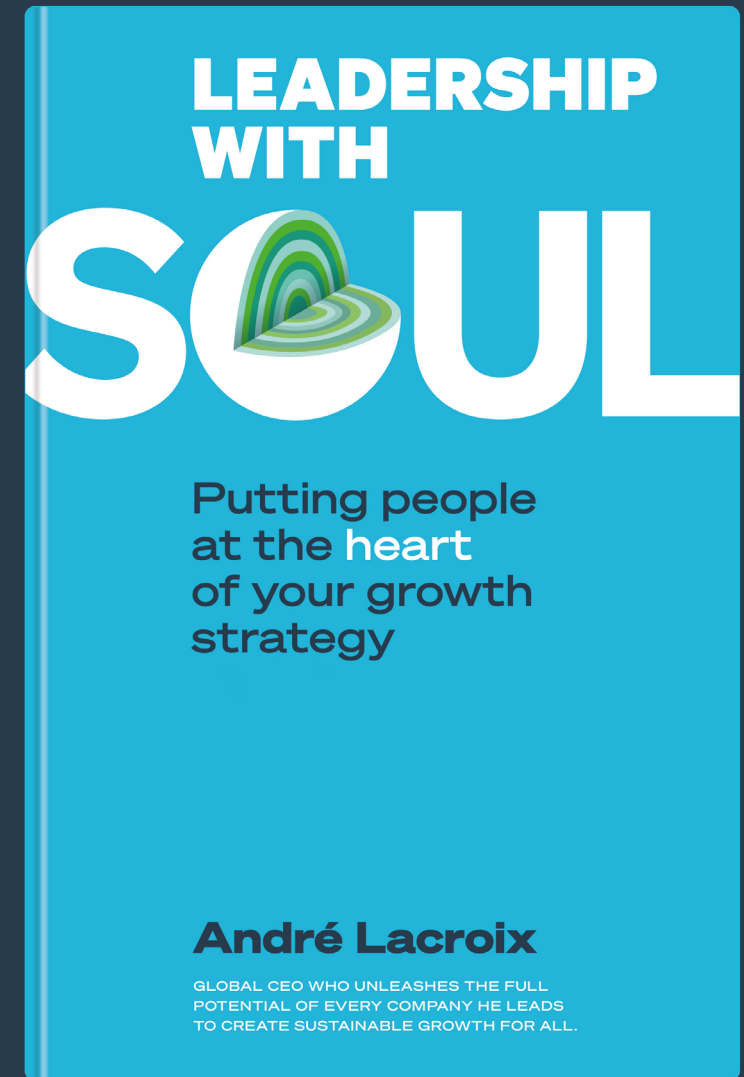


Leadership with Soul

Putting people at the heart
of your growth strategy



Why Leadership with Soul?

Corporations may be better run today than they were 50 years ago, but the way that many are set up can prevent them from realising their full potential.

Too many corporations are over-managed and under-led.

Studies show* that only 20% of the global workforce feel engaged in the company they work for. That means 80% do not feel a positive connection to their employer.

Imagine the difference organisations could make by truly engaging their people.

Imagine the difference to productivity and performance, satisfaction and self-esteem, safety and wellbeing, personal development and growth, innovation and sustainability. Imagine the impact on our planet.

Leaders urgently need to reinvent themselves to unleash the full potential of their workforce.

It's time for Leadership with Soul.

* Source: Gallup Survey covering 193 countries and 60,000 people.

The 10 Principles of Leadership with Soul

- 1 Lead with emotional intelligence
- 2 Imagine the journey and paint the picture for all
- 3 Energise the organisation to outperform
- 4 Customer intimacy
- 5 Reinvent the future
- 6 Master complexity
- 7 Embody the strategy at the top
- 8 Laser-focused execution
- 9 Ever-better branding glo-cally
- 10 Sustainable performance for all

The story behind the book

In his book, André Lacroix reveals his formula on how to make businesses flourish. He uses his universal humanist principles that have been developed over a long, diverse and outstanding leadership career.

André Lacroix explains simple ways you can inspire a global organisation to outperform the competition; how you can create a truly customer-centric organisation; how best to inspire people to follow the lead set at the top, and how to leave a sustainable legacy for the generations to come.

For Lacroix, true leadership prioritises sustainability and a desire to make the world an 'ever-better' place for everyone and many of the largest corporations are now adopting the sustainability solutions he envisioned.



The 10 Principles of Leadership with Soul

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- 9** Ever-better branding globally
- 10** Sustainable performance for all

A broad business and educational audience

'Leadership with Soul' is written for established and aspiring business leaders in all shapes and sizes of organisation, within every market category and industry sector around the world.

Anyone, from a management student to a global CEO, who wants to become a more inspirational leader and achieve better outcomes, will benefit from reading this book.



What is the Leadership with Soul USP?



There have been many leadership best sellers over the years, but 'Leadership with Soul' will occupy a near-unique positioning: a cutting-edge and systemic leadership model built by an experienced and successful CEO across multiple industries.

Some of the books that have come before were written by keen students of leadership, typically consultants or university lecturers, who have widely-acknowledged expertise at an academic level.

Other books on leadership have been written by those with impressive hands-on CEO experience. Individuals who have been there and done it. Typically, these books will major on a few topics of effective leadership without giving the reader a systemic end-to-end approach to leading successfully.

André Lacroix is, perhaps, the only one out there who has a foot in both camps. A cutting-edge thinker with proven leadership experience at the very highest level in global companies with a strong track record.

The voice of André Lacroix

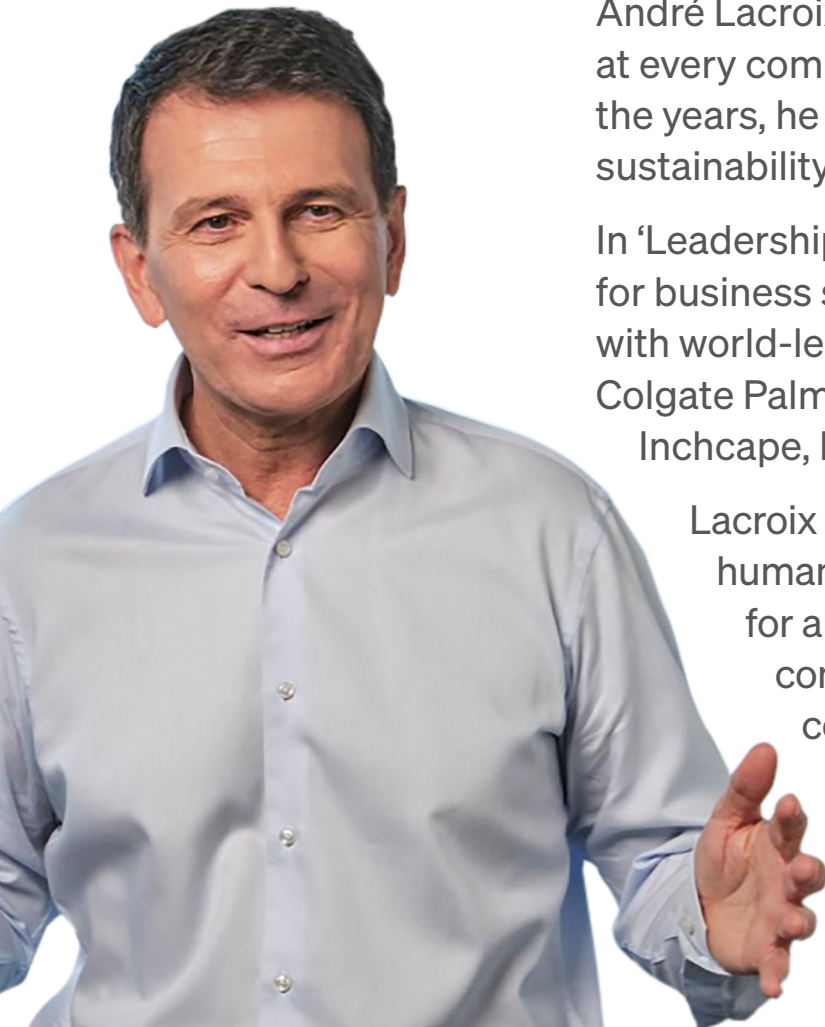
True leadership is sustainable leadership

André Lacroix has an exceptional record of value-creation at every company he has ever led. Beyond that, over the years, he has become a recognised authority on sustainability in the corporate world.

In 'Leadership with Soul', André Lacroix reveals his model for business success, built over more than three decades with world-leading organisations such as Ernst & Young, Colgate Palmolive, PepsiCo, Burger King, Euro Disney, Inchcape, Reckitt Benckiser and Intertek.

Lacroix attributes his success to taking an empathetic, humanist approach to driving sustainable value for all: customers, employees, shareholders, communities and society as a whole. He has consistently applied this thinking to address the different challenges he has faced wherever he has worked:

- **Ernst & Young:** auditing major public companies and banks in West Africa
- **Colgate:** growing Colgate mega-brands in France and Germany
- **PepsiCo:** listening to the voice of the consumer to build brand icons
- **Burger King International:** re-positioning the Burger King brand for outperformance
- **Disneyland Paris:** sustainable growth based on the insights from its biggest fans – the resort's 12,000 'cast members'
- **Inchcape:** building trust by identifying and exceeding real customer needs
- **Reckitt Benckiser:** serving on the Board of one of the fastest growing consumer goods companies in the world
- **Intertek:** applying the principles of Total Quality Assurance to make the world ever-better for everyone



Book overview

Chapters 1-10 are each based on a core 'leadership principle'.

Preface

Time for change

Why it's time to embrace humanist leadership with sustainability at its heart.

Introduction

Leadership with Soul – the early years

How Leadership with Soul evolved from a simple desire to help people.

Chapter 1

Lead with emotional intelligence

How do your employees feel when in the thick of it, both individually and collectively?

Chapter 2

Imagine the journey and paint the picture for all

What is the direction of travel and the destination?
Are these crystal clear to everyone?

Chapter 3

Energise the organisation to outperform

How can you inspire the organisation to deliver high performance and eclipse the competition?

Chapters 1-10 are each based on a core 'leadership principle'.

Chapter 4

Customer intimacy

How do you create a truly customer-centric organisation?

Chapter 5

Reinvent the future

What needs to be done to out-innovate your competitors?

Chapter 6

Master complexity

How do you create the capabilities needed to deliver the growth agenda?

Chapter 7

Embody the strategy at the top

How do you inspire people to follow the lead set at the top of the organisation?

Chapter 8

Laser-focused execution

What is the most effective way to ensure excellent execution with zero defects?

Chapters 1-10 are each based on a core 'leadership principle'.

Chapter 9

Ever-better branding glo-cally

How do you create and deliver the right external communications strategy that balances global trends with local customer insights?

Chapter 10

Sustainable performance for all

How do you ensure all stakeholders gain the performance they're looking for?

Conclusion

Lead with Soul – for good

Leave a legacy for good that will make history by putting people at the heart of your strategic thinking and day-to-day operational management.

Leadership with Soul

