

André Lacroix calls for people-centric leadership to make the workplace a better place, using AI responsibly

London, 27 October 2026 – Global Chief Executive André Lacroix launches the second edition of his book, *Leadership with Soul, EQ Supremacy in the Age of AI*, calling on business leaders to take a people-centric leadership approach to make the workplace a better place, using AI responsibly.

Drawing on more than four decades of experience across leading global brands including Ernst & Young, PepsiCo, Burger King, Euro Disney, Inchcape, Reckitt and Intertek, Lacroix knows that creating sustainable, long-term growth in the long run starts with people. In this updated edition, he revisits the principles of *Leadership with Soul* through the lens of a rapidly changing business environment, exploring how leaders can use AI to free up time for the things only leaders can do.

At a time when Gallup reports that 80% of the global workforce is not engaged, Lacroix argues that companies are increasingly over-managed and under-led. Too many leaders remain focused solely on maximising short-term profits and ignore the declining level of engagement among their employees, critically undermining the performance and potential of the organisation they lead.

All companies are racing to reinvent their businesses, investing in AI to make their customer value proposition stronger, step up operational excellence and, of course, increase productivity in the workplace.

AI is also a major opportunity for leaders to reinvent themselves and unleash the full potential of their businesses. Leaders need to use AI responsibly to automate many of the lower-value tasks that consume too much of their valuable time, and free up time for the things only leaders can do.

Leadership with Soul makes a powerful case for a more people-centric and purpose-led approach to leadership, demonstrating how leaders can use AI responsibly to better engage and energise their employees and, in doing so, create superior economic performance and outperform their competitors in the short, medium and long term.

The real opportunity with AI is not simply to do more, faster. It is to use AI responsibly and give leaders back time for the things only leaders can do: communicating clearly, inspiring people, building trust, spending more time with customers, creating engagement, winning commitment, using their creativity to innovate, showing empathy to influence and collaborate, acting responsibly to do business the right way, and using their judgement to take important decisions and make the right calls.

To learn more about the book, please visit: www.leadershipwithsoul.com.

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About Leadership with Soul

Leadership with Soul offers readers a proven model for how to deliver sustainable growth by building a highly engaged workforce.

It represents an invitation for existing and future leaders to stop focusing purely on boosting their company's share price and instead recognise that good leadership is about achieving great things through people.

As the pace of AI innovation accelerates, Lacroix argues that leading with emotional intelligence will become more important than ever, with "EQ Supremacy" serving as a key differentiator that is critical if leaders wish to galvanise their organisations, accelerate growth, and stay ahead of the competition.

For Lacroix, true leadership is ultimately about making the world an ever-better place for all.

The book will interest anyone, from a management student to a global CEO, who wants to understand how they can harness the opportunities presented by AI, energise their organisation and become a more inspirational leader.