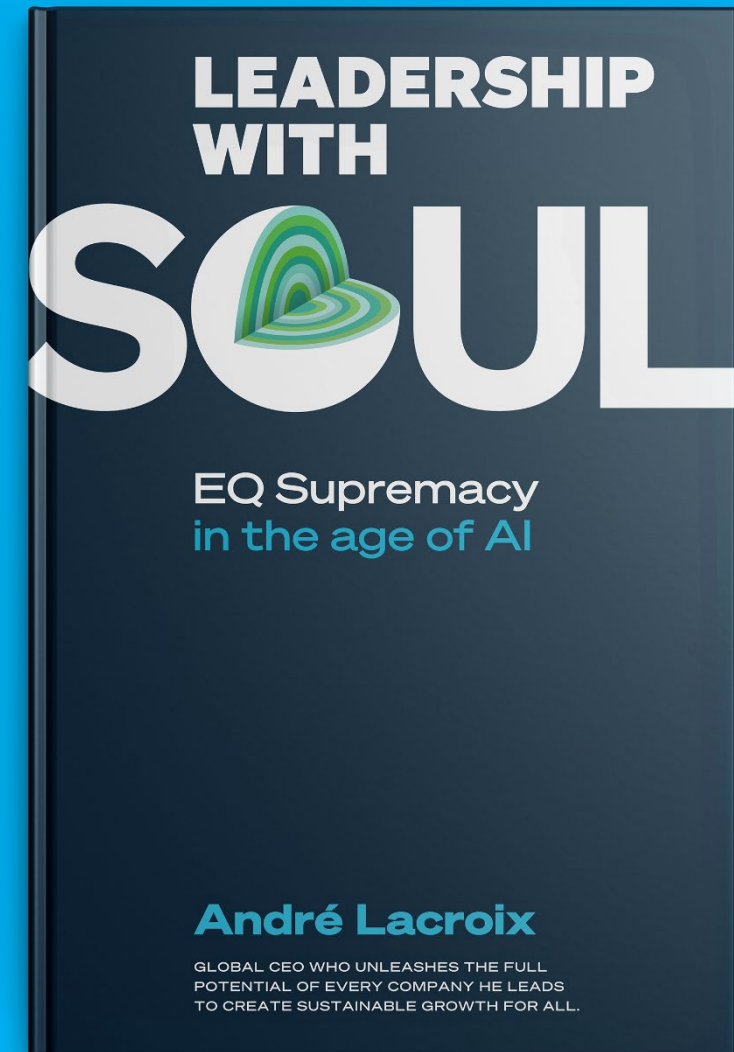


Leadership with Soul

EQ Supremacy in the age of AI



Why Leadership with Soul?

The corporate world faces a global engagement crisis. Too many organisations are over-managed and under-led, preventing them from unleashing their full potential.

At the same time, AI presents a huge opportunity for leaders to reinvent themselves, freeing up valuable leadership time to focus on where they can make the greatest difference: putting people at the heart of their growth agenda and value creation playbook.

As AI algorithms become increasingly commoditised, leading with emotional intelligence will become a key differentiator.

In the Age of AI, Leadership with Soul is more important than ever.

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 Leadership with Soul, André Lacroix shares the leadership philosophy he has developed over more than four decades leading global organisations across multiple industries.

At its heart is a simple belief: Good Leadership is about achieving great things through people. The 10 principles of Leadership with Soul provide a proven, people-centric model to energise organisations, unleash their full potential and create sustainable value for all stakeholders.

Since the first edition was published in 2022, AI is about to totally reinvent the business landscape, creating new opportunities for leaders and organisations.

Andre Lacroix believes in the power of technology to augment the superpower of people and urges leaders to use AI to reinvent themselves and free-up time to build the soul of their organisation, the ultimate competitive advantage.



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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' occupies a unique positioning: a cutting-edge and systemic leadership model built by an experienced and successful CEO across multiple industries.

Drawing on more than four decades of leadership experience across multiple industries, André Lacroix brings together 10 powerful principles for putting people at the heart of business.

Applied consistently, these principles compound their power to build the soul of an organisation, the ultimate competitive advantage for any company.

The new edition urges leaders to use AI to reinvent themselves and free up time to take a people-centric leadership approach. As AI algorithms become increasingly commoditised, leading with emotional intelligence will become a key differentiator, helping leaders energise their organisations, accelerate growth and stay ahead of the competition.

The voice of André Lacroix

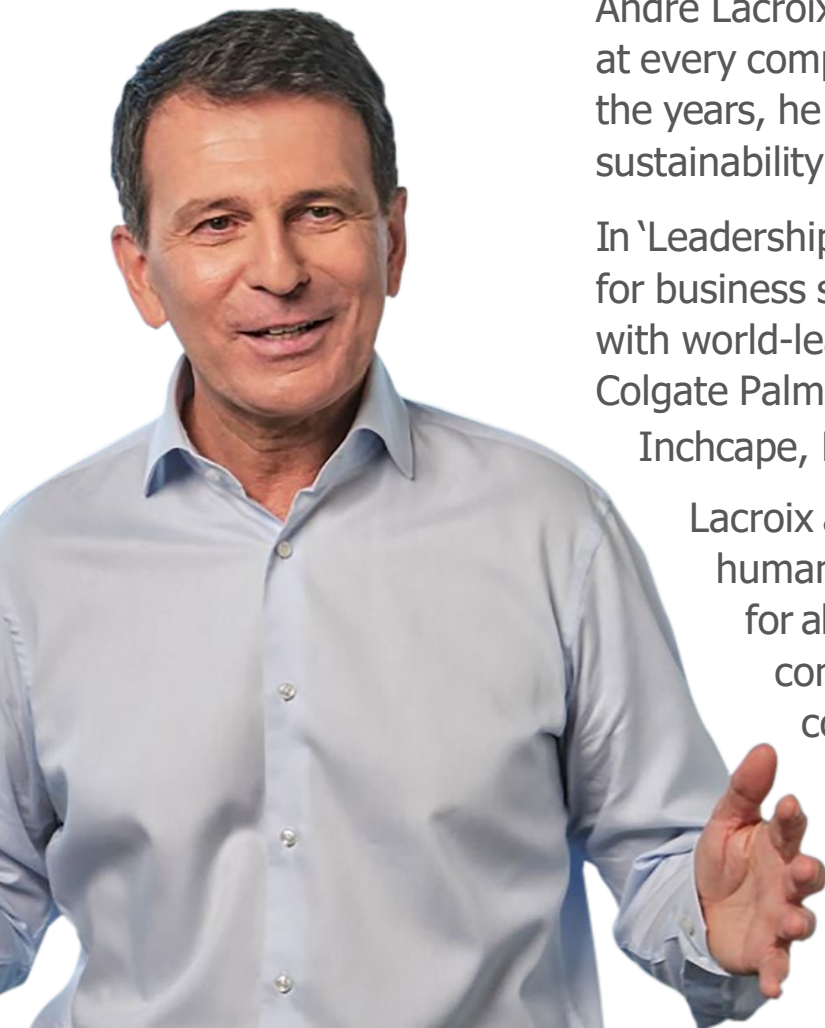
True leadership is sustainable leadership

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
balance global
trends, AI-enabled
insights and local
customer
understanding?

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.

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