

LEADERSHIP 101

■ FOR WHITE MEN ■

HOW TO WORK SUCCESSFULLY WITH
BLACK COLLEAGUES & CUSTOMERS



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Transform the way you lead

White men hold six million leadership jobs in America. This is the first book that equips them to lead by seizing the opportunities and handling the challenges that diversity provides. What's in this for them? To win and serve diverse customers, and to find and grow talented employees.

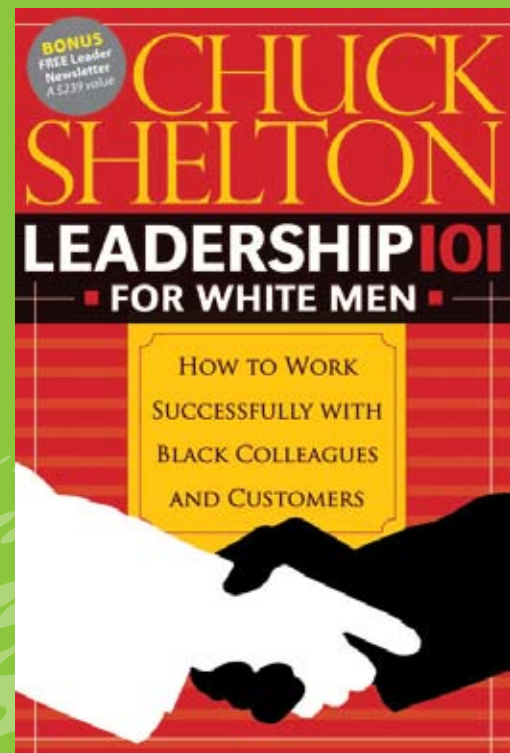
Since the 1980s, American organizations have developed diversity as business strategy. This means new opportunity for women, people of color, and others who are in some way "different". Different from whom? From white men, the traditional leadership norm. A generation into this movement, white men (previously seen as the problem) are now learning to optimize the opportunities and solve the challenges that human differences present.

Author Chuck Shelton honed this approach through more than 250 presentations and projects in thirty companies, testing it in relationships with people of color and women for forty years. Leadership 101 For White Men prepares white men to deliver better results, by building more effective relationships with black employees and customers. In 101 essays, the book speaks directly to the growing national appetite for straight talk that helps Americans communicate and achieve across race and gender lines.

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- September, 2008 at leadershipforwhitemen.com
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THE FIRST BOOK FOR WHITE MEN WHO LEAD FOR A LIVING



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