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There are six million white men in America who lead for a living. This is the first book that equips them to lead confidently on diversity.

Leadership 101 For White Men: How to Work Successfully with Black Colleagues and Customers.

A Wal-Mart executive once described author Chuck Shelton as “an unusual and unexpected blessing: a white man who leads on diversity with his own tested views.” Shelton is America’s top expert on diversity for white men who lead.

In this intriguing and counter-intuitive book, he offers a fresh, candid approach to race and gender issues that prepares white American men to lead more effectively on diversity. The book speaks directly to the growing national appetite, fueled by Senator Obama’s ascendancy, for straight talk that helps people talk, live and lead across race and gender lines.

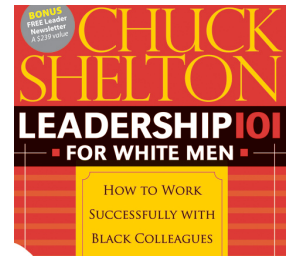
Shelton has been speaking, coaching, training, and consulting on diversity issues since 1981, in companies like Microsoft, Wal-Mart, Key Bank, and Comcast. He is currently the managing director of Greatheart Leader Labs in Seattle, and his book constructively equips leaders to develop their diversity management skills, deliver better results for diverse customers, and build more effective relationships with black (and all) employees.

As Shelton points out, differences between black and white people continue to present powerful challenges, especially when you lead for a living. In 101 brief essays, the book teaches leaders to:

- Discipline their views of preference and affirmative action
- Navigate diversity’s business trends
- Establish accountability with diversity-related performance objectives;
- Find, grow and retain diverse talent; and much more.

For additional information, go to the book’s companion website, leadershipforwhitemen.com.

The book you didn’t see coming. Don’t miss it now.



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leadershipforwhitemen.com
206.652.3450

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