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MEDIA RELEASE

The Mortar of Effective Management

Leadership is the most critical ingredient in any organization. Everything rises and falls on leadership.

While we all understand the importance of good leadership and know it when we see it, describing or teaching leadership is elusive at best.

Maybe that's why there is so much written about leadership and its many philosophies. Concepts such as "hierarchical structures," "reframing," "leader charisma," "stewardship," "stakeholders," "lines of authority," "distribution of power," "lateral thinking," "group cohesiveness," and "transactional leadership," get bandied about. Programs that somehow manage to be both complex and imprecise at the same time are offered as the path to effective leadership.

But is being a good leader really all that complicated? Are there intricate techniques to be analyzed, mastered, and applied? Or, is it, perhaps, that great leaders are born, not made?

According to businessman and seminar leader Jack Myrick, "All great leaders knowingly or unknowingly employ the same time-proven skills when working with those they lead, but these skills can be learned and employed by anyone."

In *The Shipbuilder*, the reader learns how to:

- get more done with fewer people,
- supervise less,
- build teamwork,
- decrease employee turnover, and
- improve everyone's morale—including the leader's!

Donna M. Genett, Ph. D., author of *If You Want It Done Right, You Don't Have to Do It Yourself! The Power of Effective Delegation*, says of *The Shipbuilder*, "This is timeless wisdom. Myrick's five principles are the mortar of effective management."

Jack Myrick is president and founder of Management Solutions, a management training company, as well as head of Myrick Enterprises, a restaurant development group. His company's trainings and workshops are known for their Southern charm and practicality.

The Shipbuilder is available at brick and mortar bookstores and online bookstores or from the publisher at 1-800-497-4909.

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