



New Book Offers Practical Leadership Development and Strategic Planning Insights

American Management Association (AMACOM) publishes new book on strategic planning and leadership development, "The Power of Strategic Commitment: Achieving Extraordinary Results Through TOTAL Alignment and Engagement."

Bridgewater, NJ (PRWEB) June 17, 2009 -- Josh Leibner and Gershon Mader, partners in the international management consulting firm Quantum Performance (<http://www.quantumperformanceinc.com/challenge.htm>), Inc., have authored a powerful, prescriptive look at strategic planning and leadership development in their new book: "The Power of Strategic Commitment: Achieving Extraordinary Results Through TOTAL Alignment and Engagement." (Amacom, 2009).

The book, which is based on the authors' 30 years of work (<http://www.quantumperformanceinc.com/clients.htm>) in the field, focuses on the power of commitment as a crucial strategic advantage in any organization. It also provides a pathway for negotiating the pitfalls of organizational politics, which can undermine that commitment.

"Many leaders are intimidated by the politics in their organization or underestimate the degree to which these can stifle progress," says Leibner. "They don't know how to deal with the situation, so they avoid it or are ineffective in dealing with it."

"The Power of Strategic Commitment" offers leaders a proven approach for dealing with the unspoken political framework of egos, personal agendas and divided loyalties that can undermine organizations. It serves up specific advice on how leaders can put the politics right up on the table and confront them in the most productive and constructive ways.

The book also encourages executives to explore the critical role that leadership development plays in creating total organizational alignment and top-to-bottom employee engagement.

"In many organizations, the top leadership teams are not even on the same page about whether or not they have an overall corporate strategy, what it is or how effective it is," says Mader. "And this problem only gets worse, the lower down in the company you go. The first thing leaders must do to resolve this is to tell the blunt truth about the state of their organizations and their own leadership skills," he says.

"The Power of Strategic Commitment" comes complete with diagnostic tools, assessment instruments and processes for crafting a bold and compelling strategic future. It empowers executives to bring together the total sum of their team's knowledge, experience and creativity to move their organization to the next level.

Using practical tools, proven methods and meaningful case studies from a broad range of global companies, executives who read the book will learn how to:

- Gain buy-in from all levels of the company
- Create a commitment-inspiring rewards system -- without breaking the bank
- Hire fully-engaged employees right from the start
- Include and involve everyone in owning their piece of the organization's future
- Achieve, and even surpass, stated strategic goals
- Evaluate the current state of commitment in the company

Excerpts From "The Power of Strategic Commitment" Available. (<http://www.strategiccommitment.com/excerpt.php>)

About The Authors (<http://www.strategiccommitment.com/about.php>)

Josh Leibner and Gershon Mader are internationally recognized speakers and consultants. As the founding partners of Quantum Performance, Inc., they have worked with some of the world's largest companies, including Capital One, Cisco, Prudential Financial, Cushman & Wakefield, The United Way and many others. They co-authored "The Power of Strategic Commitment" with Alan Weiss, Ph.D.

Praise For "The Power Of Strategic Commitment" (<http://www.strategiccommitment.com/testimonial-001.php>)

"As CEO, my greatest challenge is to engage and motivate people, as well as create ownership in the firm's brand. Achieving buy-in and accountability is essential for this task. This must-read book provides the road map and unlocks the magic to making this happen!" -- Bruce Mosler, President and CEO, Cushman & Wakefield

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