

For Immediate Release – Centerbrook, CT – September 25, 2009

Author of game-changing new book, No-Compromise Leadership, to speak In Chicago area on October 24



On Saturday, October 24, 2009, the Lake of the Hills Rotary Club will host a special presentation by Neil Ducoff, whose acclaimed book, *No-Compromise Leadership*, unravels one of the enduring mysteries behind why many companies ultimately fail to achieve success.

An internationally-recognized business coach and strategist, Ducoff has counseled over 3,500 businesses, including such corporate giants as Aveda, Gillette, Proctor & Gamble, and L’Oreal, on how to achieve the highest levels of success and profitability, while creating a positive, rewarding workplace. A compelling speaker, he is also a frequent presenter at major healthcare, computer, manufacturing and franchise conferences,

including Jack Stack’s National Gathering of Games.

Published earlier this year, *No-Compromise Leadership: A Higher Standard of Leadership Thinking and Behavior* (DC Press, \$24.95) identifies the maze of excuses, emotional blockages, procrastinations and other compromises that sabotage companies and careers – with a detailed accounting of their hidden impact on productivity, profitability, staff retention and customer loyalty. The author also guides readers through the entire process of how to create and implement a self-sustaining companywide no-compromise culture – from methods for detecting and eliminating compromising behaviors at every level to the 10 principals required to becoming a no-compromise leader.

“Neil Ducoff has culled the best of business principles, fundamental human philosophy, and his own insights into an inspiring and useful blend of principles. Leaders will read this book and emerge with renewed vitality and a deeper understanding of what’s important in business and in their own lives,” says specialty foods entrepreneur Dr. Kenneth M. Lankin.

Ducoff’s book has been endorsed by numerous business leaders and authors, including prominent entrepreneur Jack Stack (*The Great Game of Business*), INC. magazine Editor-at-Large Bo Burlingham (*Small Giants: Companies that Choose to be Great Instead of Big*), and Redken Laboratories founder Paula Kent Meehan. Among them, Burlingham calls *No-Compromise Leadership* “a wake-up call for leaders of companies large and small, and an antidote to the mediocrity that afflicts so many of them.”

Open to the public, the October 24 event begins at 10 a.m. and includes lunch and a complimentary signed copy of *No-Compromise Leadership*. Location: D’Andreas Banquets & Conference Center, 4419 Northwest Hwy., Crystal Lake, IL 60014. Cost is \$75 per person. To register, go to www.SignMeUp.com/66565 or call Steve Swanson at (847) 651-2041. Reservations must be received by October 19.

No-Compromise Leadership: A Higher Standard of Leadership Thinking and Behavior by Neil Ducoff (DC Press, 2009) is available at Amazon.com, BarnesAndNoble.com, DCPress.com, and through local bookstores. For information, go to www.NoCompromiseLeadership.com.

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Media Kit available at: http://nocompromiseleadership.com/Press_Kit.html

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