



Tired of fighting the recession?

Then *No-Compromise Leadership* author Neil Ducoff has a boot camp for you

Tired of doing hand-to-hand combat with an unforgiving economy? Not sure how much longer your company can weather this storm? Believe it

or not, the recession may be the least of your threats.

“If you trace the origin of most business challenges, crises and missed opportunities, the real culprit is compromise at the top. While it might not be obvious in your company, leadership compromise in some form is alive, thriving and doing damage,” says Neil Ducoff, the author of the Amazon bestseller, *No-Compromise Leadership: A Higher Standard of Leadership Thinking and Behavior* (DC Press, \$24.95), published earlier this year.

It’s a problem Ducoff has observed firsthand for nearly four decades while coaching more than 3500 companies, many of them on the brink of failure when he began. “I’ve met countless business owners and leaders who unknowingly *strive to struggle* because of the compromise they create and spread in the very companies they want to grow. I’ve listened intently to employees tell their side of the story – and, I must say, this is often the most enlightening source for identifying where and how much compromise has infected a business. I’ve met burnt-out leaders who just want to quit. Through it all, I have seen firsthand the anguish, financial devastation and the remnants of great dreams that were all contaminated by compromise. In every case, the compromise emanated from the leader’s own behavior and failure to be ‘accountable.’”

On November 15 – 17, 2009, Ducoff’s Strategies Business Academy in Centerbrook, Connecticut, will present the “No-Compromise Leadership Boot Camp.” Attended by business owners and senior managers from around North America, this intensive, three day seminar takes participants into the core principles of the paradigm shift pioneered by Ducoff during the last decade.

Like the book, the “No-Compromise Leadership Boot Camp” cuts through the myriad excuses, emotional blockages and procrastination that sabotage companies and careers. Participants learn the ten behavior modifications required to become a no-compromise leader; how to detect and counter compromises that typically permeate companies from the executive suite to the front desk; how to access the impact of the Big Eight Drivers (a no-compromise culture, sense of urgency, critical numbers, information flow, teamwork, innovation, systems and accountability) on their company’s Four Business Outcomes (productivity, profitability, staff retention and customer loyalty); and ultimately what it takes to create and implement a self-sustaining companywide no-compromise culture.

At its conclusion, participants experience a sharper, more focused sense of purpose; know what needs to be done - and do it; tackle pressing issues rather than letting them fester and grow; communicate more decisively with those they lead; and make better decisions, because no compromise demands a thorough attention to detail.

“Just as no-compromise is a mode of thinking and a discipline, so is compromise,” says Ducoff. “Both are choices and both require discipline. Clearly, compromise offers the path of least resistance. It’s easier to avoid a leadership responsibility than to do it. It’s easier to avoid financial accountability than to do it. It’s easier to avoid addressing a difficult employee’s behavior issues than to do it. It’s easier to deliver mediocre rather than world-class customer service.”

The next “No-Compromise Leadership Boot Camp” is scheduled for November 15 – 17, 2009, at the Strategies Business Academy in Centerbrook, Connecticut. Seating is limited. Cost is \$679 per person. For more information and to register, go to www.NoCompromiseLeadership.com/Seminars or call 1-800-417-4847, ext. 203.

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 your local bookstores. For information, go to www.NoCompromiseLeadership.com.

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