



## Booktango Sample Press Release

# LEAD FROM THE HEART A Non-Traditional Business Solution to Worker Dissatisfaction, And It's Got Heart

*Author innovatively grafts heart science research onto business leadership tactics to address worker dissatisfaction in the United States*

LA JOLLA, Calif. (Aug. 23, 2011) — The American workforce is in a psychological, emotional and economic crisis – half of us now 'hate' our jobs. According to The Conference Board's ongoing research, a steady decline in worker satisfaction has reached a 22-year low. And, the worst part is? People don't want to hate going to work. They want to *thrive* in their jobs.

Mark C. Crowley, former Senior Vice President at one of the nation's largest financial institutions and award-winning leader, has authored his first book on business leadership, *Lead From The Heart*. Weaving personal stories of his abusive upbringing with his 25-year experience leading employees and teams in the financial services industry, Crowley offers a unique solution to this crisis, and it lies in the last place traditional business would seek it: the human heart.

*Lead From The Heart* takes a groundbreaking approach to business leadership by starting with innovative heart science research from top cardiologists in the country. The heart has its own nervous system, intelligence and memory. Crowley illustrates for readers that the way they treat people, not surprisingly, impacts the heart (and therefore the motivation and engagement of workers) in more complex ways than ever imagined.

"I believe there are many people in leadership roles today who instinctively want to lead more from the heart but have conformed to a more traditional 'command and control' management approach in deference to their company's own culture," says Crowley. "Consequently, *Lead From The Heart* is likely to give people 'permission' to lead in the way that instinctively feels better to them."

Employers who have learned the four practices of leading from the heart: who hire engaged workers, connect more personally with them, maximize employee potential and recognize great work, have far lower turnover, happier employees, and importantly for business, better financials. *Lead From The Heart* features new research that proves that the companies that support and care for their employees consistently reward shareholders with far higher returns.

### **About Mark C. Crowley**

Mark C. Crowley was Senior Vice President at one of the country's largest financial institutions where he led investment product sales nationwide. After leading his division to all-time record performance in 2008, he was named Leader of the Year. He is a graduate of the University of California, San Diego, in addition to the Pacific Coast Banking School at the University of Washington. Mr. Crowley holds five investment securities licenses (FINRA Registrations) and also is a licensed California Real Estate Broker. Born and raised in Garden City, N.Y., he now lives in La Jolla, Calif. He's a devoted fan of Van Morrison, great books and the San Diego Padres.

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