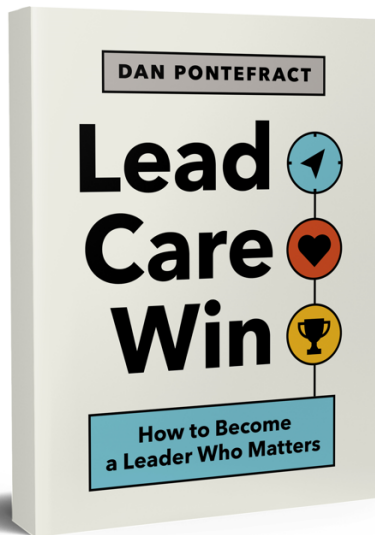
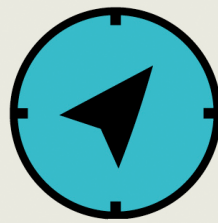


DO YOU CARE?



Best-selling author, Dan Pontefract, is back with his 4th book, **LEAD. CARE. WIN. How to Become a Leader Who Matters.**

Arguably it's a book needed now more than ever.

In the midst of the pandemic, leaders are being asked to be not only strategic and cost-conscious, their employees are yearning for a more humane style of leadership.

To become a leader who matters— if you want to win—you must improve how you are leading yourself as well as others.

You are the key. You are what matters.

Do you care?

LEAD. CARE. WIN. contains 9 leadership lessons that center on your willingness to improve how you treat people. It's a call for meaningful change to:

- o Be relatable and empathetic
- o Act not out of ego but out of meaning and purpose
- o Share knowledge to build a wise & giving team
- o Stay present and attentive to the needs of others
- o Embrace change and the opportunity for growth it offers
- o Stay curious and adopt lifelong learning
- o Think and act with clarity
- o Commit to balance and inclusivity in all your dealings
- o Act with humility and thoughtfulness



Dan Pontefract is the best-selling author of *OPEN TO THINK*, *THE PURPOSE EFFECT* and *FLAT ARMY*. He is a leadership strategist and founder of the Pontefract Group, a firm that aims to help leaders and organizations become better versions of their current state.

Previously, Dan spent 25 years as an executive at TELUS, SAP, Business Objects, Crystal Decisions and BCIT where he led large-scale culture, leadership and employee performance change.

Visit www.leadcarewin.com for more details including access to online courses

