



*"You can take my factories,
burn my buildings,
but give me my people
and I will build the business
right back again."*

--Henry Ford

Henry's message is worth repeating. Never before has Leadership been so important. Never before has the strength of our non-negotiable core values and principles – and the people who honor them - been more defining.

I was recently asked to speak about Leadership in the 21st Century. My fundamental response was that it is no different now than it has ever been. To me, it's about honor, truth, credibility, integrity, authenticity and doing the right thing – especially when it's most difficult. The only difference in Leadership in the 21st Century is that we seem to have less of it. And growing a successful business depends on it – and the people who live by it. Henry Ford believed in the vital importance of people in the overall success of an organization – and so do we.

These are turbulent and challenging times – and a perfect opportunity to re-establish and redefine your corporation's wealth base, not just in your financial and physical assets, but in your only source for long-term stability and competitiveness... your people.

Successful leaders know...

*People are a company's greatest asset.
People create a company's greatest competitive edge.
People bring economic value to every company.*

The knowledge, resourcefulness, and creativity of the people within an organization translate directly into earnings and profitability. The investment of a corporation needs to be as much in people in its financial portfolio, bricks and mortar.

Now is the time to step forward and focus on developing your most important asset and your greatest source of ROI; and sharpen your competitive edge.

- Are you investing in, communicating with, developing and growing your people and your leadership for sustainable success?
- Are you building upon and strengthening the foundation and strategy of your business for ongoing competitiveness?
- Are you aligning the strengths of your people to your vision, core values and principles to create a solid, collaborative and results-oriented culture?

Henry got it. So do we. It what's we do.

Thank you for your readership of the Executive Brief, your kind words and referrals. Wishing you all the best for a wonderful holiday and a most prosperous New Year!

Read on for a special Holiday Story...

My best,

Roxanne



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ProLaureate is a leadership development firm, dedicated to helping companies and individuals become Professional Champions.

Down to earth, hands-on, and driven by achieving results for our clients - ProLaureate partners with organizations to help crystallize their purpose and vision, define their immediate and long-term goals, and develop their most important asset – their people - to drive the achievement and success of the organization and the individual to extraordinary levels.

Our passion is helping people and organizations reach the highest levels of achievement and success, creating and building successful businesses and prosperous lives.

We invite you to visit our website, send us an email, or give us a call. We'd love to talk with you.



*“Thoughts and action,
aligned fearlessly to purpose,
become crowning achievement.”*