

BACKGROUND ON BUSINESS

The Key To Leadership Success

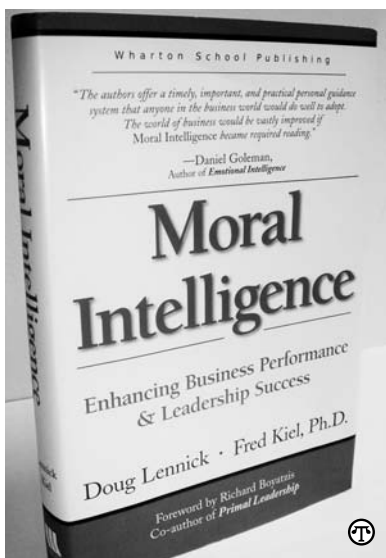
(NAPSA)—Education is a key to business success. However, business acumen alone isn't enough. It takes more than commercial skills to run a business—a good moral background can be as important as a good financial background.

Doug Lennick and Fred Kiel, Ph.D., two globally respected leaders, demonstrate how strong moral principles and business success are powerfully correlated with each other. Lennick and Kiel introduce the tools for business leaders and organizations to harness the power of moral intelligence and enhance business performance.

Backed by extensive research, Lennick and Kiel have tapped into the power of moral intelligence—an individual's mental capacity to determine how universal principles are applied to personal values, goals, and actions. The concept focuses on four principles that are vital for sustained personal and organizational success: integrity, responsibility, compassion and forgiveness.

"The business advantages of moral intelligence may be hard to quantify, but the business costs of moral ignorance are undeniable," said Lennick. "We've all seen more than enough images of corporate executives being carted off in handcuffs. Moral intelligence is a leader's secret weapon for lasting personal and organizational performance."

Lennick and Kiel invested more than 10 years of concentrated research to refine the concept of moral intelligence as it relates to business success. In their new book, "Moral Intelligence—Enhancing Business Performance & Leadership Success" (Wharton School Publishing), Lennick and Kiel demonstrate how the best



A new book to help you apply vital moral principles to create leadership success.

performing companies are guided by leaders with both a strong moral compass and the ability to follow it. In the book, Lennick and Kiel provide realistic guidance on being a moral leader in both large organizations and entrepreneurial ventures—guidance developed from decades of executive coaching with high-level leaders.

Moral intelligence is an outgrowth of what Lennick and Kiel call "living in alignment," the interconnection of your moral compass, your goals and your inward thoughts and external actions. Living in alignment is not accidental. It requires understanding and building on each component while maintaining alignment among all components.

For more about Lennick and Kiel's research, including a self-assessment test, visit www.moralcompass.com.