



***Tota Leadership* by Stewart Friedman
Breakfast and Lecture**

**Thursday, November 18, 2010
8:00 AM – 10:30 AM
The Penn Club, New York**

"Leadership in business can't be just about business anymore. It has to be about life as a whole. Our goal is to help leaders everywhere, at all levels . . .to create sustainable change, [and] to improve performance in all four domains of life: work, home, community, and self by creating mutual value among them." – *Total Leadership*

While the boundaries between the personal, the public, and the professional are becoming increasingly blurred, the demand for leaders who can successfully balance these domains is growing. Dr. Stew Friedman is at the forefront of the national discussion on rethinking the meaning of leadership both inside and outside of the business place. With his unique approach, Friedman challenges traditional modes of thinking around success and leadership, particularly the outmoded mutual exclusivity of personal and professional achievement.

Dr. Friedman's field-tested, critically-acclaimed books on leadership, including *Total Leadership* and *Work and Family*, have garnered praise and attention from a range of professionals in numerous fields, including *New York Times* bestselling author, Timothy Ferriss, and former US Secretary of Labor, Robert Reich. He and his work have been hailed in such publications as *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *HR*, *Workspan*, *Business Week*, *O Magazine*, and *USA Today*. He has made television and radio appearances, including *ABC News* and *Money Matters*, and was recently a participant in the White House Forum on Workplace Flexibility.