

**Discipline Wins.
Think, Plan, Act.**

The Leadership Campaign

**10 Political Strategies to Win at Your Career and
Propel Your Business to Victory**

Scott Miller and David Morey

There's a leadership crisis in American business and American politics—a crisis that extends around the world. What's the problem? We find the training and managing of leadership is broken. It's stuck inside an outdated industrial revolution model. But today, we live in a world driven by the constant change of the digital information revolution.

Former top-tier political consultants who could boast dozens of presidential wins around the world—from Corazon Aquino to Boris Yeltsin to Kim Dae Jung to Barack Obama—Scott Miller and David Morey took their strategies to the business world and built the “Campaign Model” for Apple’s Steven Jobs. Today, their model of “Change Leadership” versus “Bigness Leadership” is an approach built for these turbulent times. And they’ve applied this model in their work with companies such as Google, McDonald’s, The Coca-Cola Company, Johnson & Johnson, The Walt Disney Company and many others.

Now, they share how to use this insurgent political model of “Change Leadership” as a strategy to succeed in your career and to help your project, team or company in **THE LEADERSHIP CAMPAIGN: 10 Political Strategies to Win at Your Career and Propel Your Business to Victory** (Career Press, April 2016).

“The information revolution has created a ‘change environment’ that drives everything. Challenge and opportunity are flung at us constantly. But most leadership models are stuck in the pre-information age,” argues Miller. “Ninety percent of CEOs in the U.S. and around the world are not prepared for the environment in which they operate.”

THE LEADERSHIP CAMPAIGN is a playbook for winning in today’s competitive global business environment. Winning strategies include:

- Why focus and urgency are needed 100% of the time.
- The difference between Bigness Leadership and Change Leadership
- Success-building communications skills used to train political leaders and CEOs.
- Proven strategies to take control of the competitive dialogue.
- How to go for the win, the whole win, and nothing but the win.

“Our model, Change Leadership, was developed in working with Steven Jobs. Today, it fills the dangerous leadership vacuum we see in American business, politics and government,” explains Morey.

For more information about **THE LEADERSHIP CAMPAIGN** or to request an interview, please contact Tess@TessWoodsPR.com.

ABOUT THE AUTHORS:

SCOTT MILLER cofounded the pioneering political consulting firm Sawyer/Miller Group in 1979. Along scores of U.S. senate and gubernatorial victories, Sawyer/Miller managed the campaigns of global revolutionaries such as Corazon Aquino, Lech Walesa, Vaclav Havel, Vicente Fox, and Boris Yeltsin. Miller is the author of *Building Bandwidth* with Sergio Zyman, *One More Customer* with Fran Tarkenton, and *The Underdog Advantage* with David Morey.

In addition to his work as Vice Chairman of Core Strategy Group, **DAVID MOREY**, is Chairman and founder of DMG Global. He is one of America’s leading strategic consultants—and one of its most sought-after speakers. Morey has worked with some of the world’s top business leaders, and advised five Noble Peace Prize winners and 16 winning global presidential campaigns, including Barack Obama’s. His corporate clients include GE, Verizon, Pepsi, Mars, McDonald’s, Microsoft, Nike, P&G, Disney, Visa, The Coca-Cola Company, TPG, American Express, NBC, and Samsung.

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