

**Are you ready to find your New Leaders ?**

***New Leaders Wanted – Now Hiring!* – the new book by Leandro Herrero – will show modern organizations how to find truly new leaders, with new skills and new leadership styles to create extraordinary business success.**

London, UK – June 9<sup>th</sup>, 2007 – There is a widespread consensus amongst people in business that the future can't be an extrapolation of the past. There is a sense that the pace of business, the market dynamics, the end-of-distance of the internet era and the constant shaking up of traditional 'rules of the game', make organizational life today complex, often unpredictable, volatile, high risk and at the same time full of opportunities never dreamt of before. However, companies are by and large still hooked on the old sets of skills and competences that worked well in the past. There is a clear disconnect between the sense that business today (the 'current-future') is very different from the past and the types of people and skills that companies are still looking for when recruiting or training people within the organization.

"We don't need 'more of the same'. Playing safe and continuing to look for people with conventional skills and a proven track record is just a self-perpetuating way of producing 'moderate' success," says Herrero. "To create a quantum leap in success, we need a fresh new look on things. Companies today need an internal engine of people who think and behave differently."

In his new book, ***New Leaders Wanted – Now Hiring! 12 kinds of people you must find, seduce, hire and create a job for*** (meetingminds, July 2007), Herrero explores new mental models and new skills that together have the power to create the conditions for success in the modern organization.

The book maps 12 kinds of unconventional - by old standards - people who can make all the difference in today's organizations. These are people who have abilities that have perhaps been considered secondary in the past, but who can literally 'make or break' the success of a company today.

**Leandro Herrero, MD MBA FCMI FInstD**, was a practicing psychiatrist for many years before holding senior leadership positions in top league business organizations. He is currently CEO of [The Chalfont Project Ltd](#), an international group of organizational consultants, which he co-founded. His previous books include [The Leader with Seven Faces](#) and [Viral Change](#), also published by meetingminds.

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