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Now everyone can find the New Leaders needed for extraordinary business success

***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 – July 10th, 2007 – 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 extraordinary success.

There is a widespread consensus amongst people that business today is very different from the past. However, companies are still looking for the same type of people and the same old sets of skills and competencies that served them well in the past when recruiting or training people.

“The pace of business, the market dynamics, the end-of-distance of the internet era and the constant shaking up of the traditional ‘rules of the game’ make organizational life today complex and very often unpredictable and volatile,” says Herrero. “However, this also means that at the same time business life offers many opportunities people never dreamt of before. Playing it safe in such an environment and continuing to look for people with conventional skills and a proven track record, limits an organization in the level of success they can achieve. Why settle for the ‘same old’, when you can have ‘extraordinary?’”

In his book, Herrero maps 12 kinds of un-conventional people. 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. Herrero advises that just applying ‘more of the same’ is just a self-perpetuating way of producing ‘moderate’ success, of refining a ‘me-too’ company. To create a quantum leap in success, you need a fresh new look on things and to do this, companies today need an internal engine of people who think and behave differently.

New Leaders Wanted: Now Hiring! will guide you in your search to find those people and it will help you create the conditions for extraordinary success in your organization.

Leandro Herrero, MD MBA FCMI FInstD, was a practicing psychiatrist for many years before holding senior leadership positions in leading business organizations. He is founder and CEO of [The Chalfont Project Ltd](#), an international consulting group of organizational architects. His previous books include [The Leader with Seven Faces](#) and [Viral Change](#), also published by meetingminds.

New Leaders Wanted – Now Hiring! 12 kinds of people you must find, seduce, hire and create a job for by Leandro Herrero

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