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# Press Release

## New Business Book Provides Insights for Success in Challenging Times

Experts say “The book's focus on building a performance culture and increasing innovation, based on a mixture of lessons learned from American Indian culture and traditional leadership research, is a breath of fresh air.”

Macon, GA -- 19 October 2009: Organizations of all sizes and in any economic times, but especially these, are always on the lookout for better ways to operate, cut costs, and get more out of their employees on a day to day basis. But finding those key things that consistently provide value to any organization often remains illusive. This is where the Seven Elements of High Performance™ can provide business owners, executives and managers those key things that they need to focus and work on.

In 2002, Gary Lear, President & CEO of Resource Development Systems, began a search to find out what makes a difference in the performance of organizations. He began reviewing every piece of research he could get his hands on, but paid particular attention to large-scale, long-term research studies. While each study drew its own conclusions, some times a little at odds with other studies, Lear's chose to focus on those elements that were the same across the many studies.

After reviewing over 100 major studies, and analyzing a total of over 800 studies, articles and books, Lear finally discovered a pattern of seven key things that every organization should focus on if they want to achieve exceptional performance. These Seven Elements of High Performance™ are:

- Put **People** at the **Center** of everything you do; employees, customers, and community
- Build **Trust** as a **Foundation**
- Allow **Personal Responsibility** through **Individual Decision Making**
- Share a **Vision** of an **Aligned Purpose, Values, and Goals**
- **Create Emotional Connections** through **Leadership**
- Focus on **Strengths** and **Accentuate the Positive**
- Encourage **Innovation**, because **Good Enough is Not Enough**

Resource Development Systems initially published Lear's findings in a whitepaper titled "The Dynamics of High Performing Organizations" on the company's website and the company then began researching how to best utilize their discovery to help clients improve performance in their organizations. Then in 2006, after reading the whitepaper, the US Navy contacted Lear about using the Seven Elements of High Performance™ in all of their leadership development courses at the Center for Naval Leadership.

After conducting his research, Lear noticed a fascinating development; the Seven Elements of High Performance™ had a very striking resemblance to the American Indian Medicine Wheel. As a Cherokee-American, Lear was very familiar with the teachings of American Indian philosophies about life and relationships.

Because of the interest by the US Navy, along with encouragement from several of his peers, Gary Lear set out to write a book about the Seven Elements of High Performance™ and how to use these elements to help organizations increase their performance and create a great workplace for managers, employees, and customers, all at the same time. He shares how to accomplish this in his first book ***Leadership Lessons From the Medicine Wheel: the Seven Elements of High Performance***.

Lear shares, "There is no reason for people to be miserable at work or to receive poor customer service. It doesn't take that much more effort to be "the best" than it does to be mediocre, but the difference in the rewards can be phenomenal." But don't expect to just work harder at what you are already doing. "The research is pretty clear on this," Lear says. "The best organizations don't just do things differently; they do different things."

***Leadership Lessons From the Medicine Wheel*** shares in depth these thoughts through stories and real-life examples. Dr. John Sullivan, noted management expert and professor at the University of San Francisco says "This leadership book comes at a time when there is a shortage of really new ideas on how to resolve the upcoming leadership shortage. The book's focus on building a performance culture and increasing innovation, based on a mixture of lessons learned from American Indian culture and traditional leadership research, is a breath of fresh air. The book contains a list of the key leadership actions for leaders and a number of stories and examples that makes it an interesting read."

Published and released at the end of August 2009 by Advantage Media Group of Charleston, SC, and available on Amazon.com and Barnes & Nobel, ***Leadership Lessons From the Medicine Wheel*** debuted at number 31 in the "Hot New Releases" for business books on Amazon and has already reached number 8 on Advantage Media's Best Sellers List.

Lynn Powell, Director of the Institute of Certified Professional Managers at James Madison University also shares, "During the past decade, a number of good books on organizational performance have been

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published; however, none so succinctly, creatively, or compellingly describes how to emotionally connect with employees to unlock their hidden potential to create high performance organizations.”

Remember, it is putting People at the center and emotionally connecting with them, both employees and customers, that is the key to achieving high performance. All of the other elements are there to support and leverage this central element, and without this focus an organization can not easily sustain any kind of success for very long. But by helping you to effectively use the Seven Elements of High Performance™, ***Leadership Lessons From the Medicine Wheel*** can provide you a simple path to sustainable success and significance for your organization, no matter how challenging times are.

### About Resource Development Systems, LLC

Founded in 1997 in Lake City, FL and recently relocated to Macon, GA, ***Resource Development Systems*** LLC is an organizational performance research and consulting firm dedicated to helping its clients increase performance by being more successful at **Managing the Human Side of Business**<sup>SM</sup>. **RDS** is a premiere provider of leadership development and executive teambuilding programs. **RDS** is the developer of the Seven Elements of High Performance™, a research-based model that describes what sets the best organizations apart from the rest. The Seven Elements of High Performance™ model as been adopted by the US Navy's Center for Naval Leadership, and has been taught at many other organizations. **RDS** is also an Authorized Inscape Publishing Distributor, the publishers of the original DiSC® behavioral styles profile.

For more information visit [www.ResourceDevelopmentSystems.com](http://www.ResourceDevelopmentSystems.com) or call 478-254-3155 or 888-909-6194.