

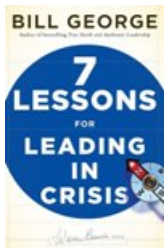


**7 Lessons for Leading in Crisis received an 800 CEO-READ Business Book Award of 2009 and named one of The Best IT-Business Books of 2009 by CIO Insight Magazine.**

Bill George is Professor of Management Practice at Harvard Business School where he teaches leadership. He was CEO of Medtronic from 1991 until 2001 and Chairman from 1996 to 2002. Under his leadership, Medtronic's market capitalization grew from \$1.1 billion to \$60 billion, averaging 35% a year.

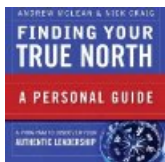
He is the author of three best-selling books: True North: Discover Your Authentic Leadership, Finding Your True North: A Personal Guide, and Authentic Leadership: Rediscovering the Secrets of Creating Lasting Value.

He has been named one of the "Top 25 Business Leaders of the Past 25 Years" by PBS; "Executive of the Year – 2001" by the Academy of Management; and "Director of the Year – 2001-02" by the National Association of Corporate Directors.



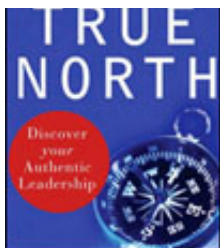
**Seven Lessons for Leading in Crisis**

The economic calamity of 2008-09 was not caused by subprime mortgages, credit default swaps, or even excessive greed. These are only symptoms of the real problem. The root cause of the problem was failed leadership from leaders who didn't follow their True North--the internal compass of beliefs, values, and principles that guides you through life. Staying on course is much easier when things are going well. But will you do so under the enormous pressure that comes with a crisis? Can you stay focused on your True North in the face of temptations to bend the rules to get through the crisis?



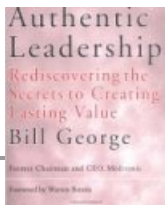
**Finding Your True North: A Personal Guide**

Based on the bestselling book True North, this guide enables leaders to identify their own True North through reflection and exercises that target the purpose of their leadership and help them build authentic leadership skills.



**True North: Discover Your Authentic Leadership**

True North shows how anyone who follows their internal compass can become an authentic leader. This leadership tour de force is based on research and first-person interviews with 125 of today's top leaders—with some surprising results. In this important book, acclaimed former Medtronic CEO Bill George and coauthor Peter Sims share the wisdom of these outstanding leaders and describe how you can develop as an authentic leader. True North presents a concrete and comprehensive program for leadership success and shows how to create your own Personal Leadership Development Plan.



**Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value**

"George candidly recounts his experiences as chair and CEO of Medtronic, a medical technology producer, and makes a case that we need new, authentic business leaders. The five essential dimensions of "authentic" leaders are purpose, values, heart, relationships, and self-discipline. In the scorched, post-Enron corporate world, this motivational how-to will help developing business leaders find the path to personal and business success." (Best Business Books 2003, Library Journal, 3/15/2004)