

## LEE THAYER CHALLENGES CEOs TO BECOME LEADERS BY THINKING, BEING, AND DOING

**ROCHESTER, N.Y. (July 12, 2007)** Thought leader and national CEO consultant, Lee Thayer, will tell you, “You can’t learn to be a ‘leader.’ History decides that.”

In the provocative revision of his popular book *Leadership: Thinking, Being, Doing*, Thayer once again is challenging existing leaders to join the excellence of Thinking, Being, Doing.

Thayer continues to rattle CEO cages as only he can, challenging them to learn “How To Think What Needs Thinking About,” how to uncover “Obstacles and Barriers,” all the way to his “Envoi,” where he advises, “It’s good to know as much as you can at the outset of your journey. But, as ancient wisdom has it, when it comes to matters like leadership, what you have to learn... you have to learn by doing.”

Praise for Thayer’s work, including his recent book, *How Executives Fail*, comes from CEOs and thought leaders the world over. James O’Toole, author of *Leading Change*, writes of *Leadership*, “It’s a great guidebook...reflecting years of hard-won experience.” From Warren Bennis, author of *On Becoming a Leader*, on *How Executives Fail*, comes this approval, “The best ‘insurance’ book on leadership I’ve read... It’s terrific!”

Thayer may be best known for his acerbic wit and his engaging style, and perhaps lesser known for his sense of humor, but each characteristic plays to his focus on guiding excellence – organization by organization. Having served as a consultant to clients such as IBM, AT&T, Westinghouse, Boeing, Curtiss-Wright, Shell, General Motors, Thayer is renowned for teaching the ‘how’ as much as the ‘why.’ And his new book, *Leadership: Thinking, Being, Doing*, is an extension of his work.