

DR. LEE THAYER ADDRESSES CEO FELLOWS GROUP

World-renowned leadership expert presents to local chief executives.

ROCHESTER, NY (May 15, 2008): Internationally recognized executive leadership expert, Dr. Lee Thayer, today addressed participants of a local CEO Fellows Program. The group, comprised of chief executives from companies throughout the Greater Rochester area, meets monthly to share ideas on ways to refine problem solving and decision making competencies necessary to thrive in a tough local and national economy. During his presentation, Thayer discussed his revolutionary and practical framework for understanding *what it takes* to lead the way to creating high performance organizations.

Dr. Thayer is well respected in the field of executive leadership. He has been invited to work in most of the major leadership development programs in the U.S. and abroad, has conducted hundreds of seminars, and has spoken before thousands of executives. Thayer continues to coach executives through tough economic times using his leadership skills and his focus on achievement, rather than on pop psychology. He was also the consultant behind the now well-known success story at Johnsonville Foods, which Tom Peters referred to as "the most remarkable example of organizational transformation" he had ever seen.

The CEO Fellows program curriculum is built around competency modules designed by Dr. Thayer and illustrated in his book titled, *Leadership: Thinking, Being, Doing* (new and revised edition). CEO Fellows was developed by Bruce Peters, CEO of CABHQ, LLC, a Pittsford-based consulting firm that provides strategic business solutions and facilitation services to financial advisors, major corporations, small businesses and senior executives. Incorporating Dr. Thayer's leadership principles, the program consists of ten full-day peer group meetings of 10 to 12 senior-level executives and four presentation and discussion sessions with recognized experts in key facets of leadership and leadership assessment tools.

"It isn't what you know that creates excellence - ninety-five percent of it is in the implementation," says Thayer. "For that, you need a guide and a mentor - someone who's been there in all kinds of conditions."

"CEO Fellows is designed to enhance CEOs' and top level executives' abilities to lead their companies towards becoming high performance organizations," notes Peters. "And we have adopted Dr. Thayer's peer-to-peer learning approach into our curriculum. The demand for group learning solutions is constant and widespread."

Dr. Thayer also authored *How Executives Fail: 25 Surefire Recipes for Sabotaging Your Career* and, in June, will release *The Field Guide to Leadership*. All three books are published locally by Windsor Media Enterprises (WME Books).