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For Immediate Release

Ten Thousand Horses

How Leaders Harness Raw Potential for Extraordinary Results

By John Stahl-Wert & Ken Jennings

Matt James is in trouble. Recently promoted to head his division, he's delivered two years of divisional losses in clients, market share, and profits. He knows his workers are talented and creative, but they don't respond to his efforts to lead them, and he's on the brink of being fired. In desperation, he reaches out to an old mentor, David Butler, who now works with wild mustang horses and hard-to-place foster children on a ranch in Colorado. Matt has no idea what this could possibly have to do with his problems, but David assures him that if he flies out to the ranch and spends some time there, he'll learn exactly what he needs to know.

David's unorthodox tutelage introduces Matt to the simple but widely under-attended idea that leaders who succeed in engaging their workers do so because they see their day-to-day work as an opportunity to build an organizational culture of engagement. Every day, in every way, they live the formula $I + C^3 = E$ (Integrity) + C^3 (Co-Creation, Calibration, Celebration) = E (Engagement).

Matt's understanding of these principles and how they function ultimately results in a newfound ability to engage those on his team as well as others in his life. *Ten Thousand Horses: How Leaders Harness Raw Potential for Extraordinary Results* reveals the engagement model in a successively expanding manner throughout the book, as Matt is guided into a detailed understanding of its components piece by piece.

In this inspiring leadership fable, John Stahl-Wert and Ken Jennings draw on their years of experience as consultants and chief executives, as well as on findings from Gallup's groundbreaking Q-12 survey, to lay out an innovative leadership model that will turn employees from dutiful drones to committed contributors. But *Ten Thousand Horses* is also a story of personal transformation. Beyond specific practices and techniques, Matt must learn a whole new way of relating to his employees—because, as he discovers, leading an engaged workforce is as much about who you are as what you do.

More...

John Stahl-Wert is president and CEO of Pittsburgh Leadership Foundation. He founded the Training Academy for Leadership Foundations of America and is on the faculty at Geneva College's Graduate School of Leadership.

Ken Jennings is managing partner of Third River Partners. He codirected the Global Leadership Program at University of Michigan's Business School and was managing partner in change management at Accenture. Stahl-Wert and Jennings coauthored *The Serving Leader*.

Ten Thousand Horses: How Leaders Harness Raw Potential for Extraordinary Results

By John Stahl-Wert & Ken Jennings

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Praise for Ten Thousand Horses

“Ten Thousand Horses brings us a stirring message of the power of trust, of love and of hope at a time when building trust is the greatest challenge before us. We are grateful for this new resource on “how to be a leader” for leaders across the sectors.”

— Frances Hesselbein, Founder and President, Leader to Leader Institute

“Ten Thousand Horses is vitally important for leaders who want to bring out the very best in their people. Stahl-Wert and Jennings have given us another deeply moving story that offers sure-footed guidance for becoming the kind of leader people want to follow. Read this book!”

— Ken Blanchard, author of *The One Minute Manager*

“This is a book I couldn’t put down. A book aimed at the heart where all good leadership starts. Stahl-Wert and Jennings have integrated leadership, wisdom, the pain of un-adopted youngsters and the power of forgiveness—all courageously suffused in a lovely story.”

— Max De Pree, Member of *Fortune* magazine’s National Business Hall of Fame, bestselling author of *Leadership Is An Art*

“I thought I would scan the book out of courtesy, got hooked and couldn’t put it down until I had read the whole thing, made some notes, and memorized portions. It made me really want to take care of issues I am facing in my real life. The manuscript is filled with gold. I want to thank God for using you to show how to take action with a plan.”

— Roosevelt "Rosey" Grier, Football Legend, Actor, Author, Minister

*“Harnessing raw potential has long been a passion of mine. In this seminal work, the authors combine kids, horses, and serving leaders to reveal powerful truths that can change lives worldwide. What could be better than **Ten Thousand Horses**—all charging in the right direction?”*

— Laurie Beth Jones, author of *Jesus CEO, The Path, and The Four Elements of Success*

“It’s a rare business book that combines matters of the heart with great principles for your head. John and Ken have done just this. I loved this book. You will also.”

— James H. Amos, Jr., Chairman Emeritus, MBE/The UPS Store, Chairman and CEO, Tasti D'Lite

“Leaders who read this book will learn from a compassionate story about who people are and what motivates them to achieve.”

— C. William Pollard, Chairman Emeritus, ServiceMaster

“Your book has captured the essence of the foundation of all healthy relationships, and that is trust. Trust opens the potential for greatness for all living beings. Once the trust of a wild horse is gained, you have a faithful exuberant partner for life—a most extraordinary experience. Imagine if this were to spread to the human work place.”

— Karen A. Sussman, President, International Society for the Protection of Mustangs and Burros

More...

*“**Ten Thousand Horses** is an extraordinary achievement! Stahl-Wert and Jennings have taken on every leader’s greatest struggle—how to enlist the full and passionate engagement of their followers—with a management approach that can be put straight to work. Bravo!”*

— James B. Green, President and CEO, Kempes

***Ten Thousand Horses** is, in one simple, powerful book, the whole story of worker engagement and how to ignite it!*

— Fred Harburg, Former Chief Learning Officer and President, Motorola University

“Stahl-Wert and Jennings have captured through this poignant story what it takes to enable high employee engagement that produces sustainable high performance. I heartily recommend this newest work for those who seek to enable uncommon engagement to produce extraordinary results.”

— P. Douglas Wilson, Vice President, Global Merger Integration, Boston Scientific Corporation

*“**Ten Thousand Horses** is an inspiring story of a business manager facing failure both at work and at home. Managers from either the private or public sector will find **Ten Thousand Horses** helpful in improving their leadership capabilities and in transforming their organizations.*

— William Sterling, CEO and Chief Investment Officer, Trilogy Global Advisors

*“In this time of great economic change, every business must outperform its competition and execute as flawlessly as possible. **Ten Thousand Horses** forcefully addresses that task head-on, and should be read by every leader who wants to make a great impact in their work. Stahl-Wert and Jennings have again brought us a powerful business book and a moving story that will benefit those who use it to improve their operations.”*

— B. Joseph Pine II, Co-Author, *The Experience Economy*

*“**Ten Thousand Horses** grabbed my attention, enlarged my vision, and filled me with a deeper desire to make a difference. Whether you are a leader in your home, your church, or the marketplace, this is a must read!”*

— Terry Meeuwsen, Co-Host, The 700 Club

*“**Ten Thousand Horses** is a wonderful palimpsest—a three-tiered set of Russian Nested Dolls. It is a story about strong, beautiful-but-discarded horses inside a story about strong, beautiful-but-discarded teens inside a story about how underperforming work groups get sling-shotted to success by strong leaders. The rules for success are easy to understand and allow readers to internalize the ‘How’ and not just the ‘What’ of leadership.*

— Harry Howell, Retired CEO, Boston Financial

*“If you are interested in living life with robust passion; If you are interested in leaving a legacy of compassionate service to others; If you need help implementing these desires... then read **Ten Thousand Horses**. It will inspire you and provide instruction for the journey.”*

— Reid Carpenter, President, Leadership Foundations of America

More...

*“**Ten Thousand Horses** is a fun book to read; it provides sound leadership principles in a clear manner but as importantly it illustrates the impact of leadership principles in the way we live our lives and the way our daily lives and experiences inform our leadership.”*

— Roger A. Oxendale, President and CEO, Children’s Hospital of Pittsburgh

*“**Ten Thousand Horses** offers a recipe for corporate success using universal principles in a story that is compelling, inspirational and practical, integrating the very aspects of leadership that produce magic when aligned.”*

— Leah Kalish, Program Director, Yoga Ed.

“Using fiction to reveal the facts about human capacity building, Stahl-Wert and Jennings expose the myth that leadership is merely ‘what one does.’ Leadership involves everything that you are. This story is a one session read.”

— Bruce Bickel, Senior Vice President, PNC Corporation

*“**Ten Thousand Horses** confronts your apathies, enriches your spirit, inspires your leadership desires and warms your heart for the needs of others.”*

— Jeff Anderson, Executive Vice President, Good News Holdings

*“We put Stahl-Wert and Jennings first book, *The Serving Leader*, to very effective use throughout our company. Their new book, **Ten Thousand Horses**, is an inspiring roadmap to worker engagement, and will help leaders at every level to help others succeed. Read this book, and hang onto your hat!”*

— Paul Klaassen, Founder, Chairman and CEO, Sunrise Senior Living

“Leadership is one of the toughest jobs there is. Stahl-Wert and Jennings show that by engaging the employee’s mind, heart and hands in the workplace, the ‘true’ leader can unleash a self-renewing wave of energy, creativity and achievement that ultimately results in a vastly improved bottom line. Enjoy this book. Reflect on its teachings. But, most importantly, use its age old wisdom and make a difference in your life and the lives of people you affect.”

— Stan Geyer, Former Chairman and CEO, Entegris, Inc.

*“This is a terrific book. We continue to build a high engagement culture using practices aligned with the principles John and Ken develop in their book. And what a story! As with their last book, *The Serving Leader*, these two friends have written a story that will challenge both your heart and your mind. Thanks guys.”*

— Roger Marchetti, Senior Vice President, Amylin Pharmaceuticals, Inc.