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**For Immediate Release**

**THE LEADERSHIP STAR: A Practical Guide  
To Building Engagement**

By Brian Hartzler

Publisher: Wiley

Recently released

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“This book is practical, and based on the school of hard knocks, it’s real.  
It’s a jewel of a book. It’s new and it’s fresh.”

—Ram Charan, author, *The Amazon Management System* and CEO advisor

“Brian has taken the age-old idea of leadership and modernized it for the new abnormal we are  
navigating together . . . We should all embrace the Leadership Star and make it our own.” —

Carl Liebert, CEO, KWX; former CEO, autoNation; senior executive, USAA

**NEW BOOK – THE LEADERSHIP STAR –  
HELPS LEADERS BUILD HIGH PERFORMING TEAMS  
THROUGH CARING, CLARITY, CONTEXT, AND MORE**

**With Decades of Experience Running Companies  
Worldwide, CEO Brian Hartzler Provides Cutting Edge Formula for  
Generating Engagement, Loyalty, and Bottom-Line Success**

“It’s no surprise that leaders who focus on building engagement among their people  
increase the chances of creating sustainable, high performance organizations – as well  
as giving themselves personal satisfaction of knowing that they have had a positive  
impact on other people’s lives,” writes Brian Hartzler, global CEO and former head of the  
Westpac Banking Group, in his new book **THE LEADERSHIP STAR: A Practical  
Guide To Building Engagement** (Wiley, 2021).

“What’s more,” he adds, “research demonstrates that organizations with high  
engagement tend to deliver better results across the full range of financial, customer  
and employee measures.” But finding the most effective ways to engage employees is  
often an elusive task for leaders.

More

With **THE LEADERSHIP STAR**, Hartzler provides a solution for anyone seeking a practical, proven method for fostering engagement. Based on his own experiences managing companies with tens of (?) thousands of employees, Hartzler has kept the Leadership Star framework deliberately simple with just five points, each starting with the letter “C”, making it easy to remember and put into action. His advice can be implemented by any leader, no matter what industry they’re in or the size of their organization or team. The five parts include:

**Care** – First and foremost leaders need to care about their people as individuals, rather than seeing and treating them as a collective. Care also means focusing on outcomes, not just process – showing people that the quality of their work matters. Leaders who take action to demonstrate care, by providing direct feedback and tough love, help people to be their best.

**Context** – Employees want to know what the higher purpose of the organization is and how their efforts impact that purpose. Effective leaders are able to show employees that they are contributing to something bigger than themselves. To do so, leaders must be able to share their own passion for the purpose and goals of the organization.

**Clarity** – Many leaders assume that people know what they need to do – but they’re often wrong. The best leaders ensure that goals and expectations are so clear that people can write their own performance reviews. They use the power of “stretch thinking” to set ambitious goals and give continuous feedback about how people are doing, helping employees course correct as they move forward.

**Clear the way** – Once people know what’s expected of them, leaders must ask for feedback to uncover the roadblocks standing in the way of achieving goals. Then leaders need to clear those barriers, whether they are physical working conditions or resource gaps, procedural inefficiencies, training gaps, or other problems. Hartzler reminds leaders to take special note of the psychological traps that trip people up, helping them overcome their personal barriers to success.

**Celebrate** – The best leaders recognize people’s success and contributions, using both formal and informal types of recognition on a regular basis. They understand that people like to be recognized in different ways – some love public adulation, while others just want to feel like valued members of a team. By varying the ways they recognize success, and adapting the recognition to the specific situation, leaders can show that they really care about the individual and build a positive feedback loop that reinforces and sustains engagement.

Throughout **THE LEADERSHIP STAR**, Hartzler emphasizes the need for leaders to

develop a clear understanding of their own personal drivers, to act authentically, and to develop strong communication skills. He also shows how the Leadership Star framework can be adapted to steer an organization through difficult circumstances or an unexpected crisis.

Filled with detailed stories that bring Hartzler's ideas to life, **THE LEADERSHIP STAR** is the ultimate guide to employee engagement – a must-read for both aspiring and experienced leaders, and anyone confronting the challenges of today's constantly changing business world.

### **About the Author**

**Brian Hartzler**, author of **THE LEADERSHIP STAR**, is an experienced executive and leadership mentor who served as CEO of the Westpac Banking Group from 2015 to 2019. Earlier, he spent 15 years in senior executive roles at the Royal Bank of Scotland Group and ANZ Banking Group. Hartzler has also worked as a financial services strategy consultant at First Manhattan Consulting Group in New York, San Francisco, and Melbourne. He is currently an advisor and investor to several Sydney-based startups, including Quantum, a data-science company. Hartzler, who graduated from Princeton University and is a Chartered Financial Analyst, holds dual U.S. and Australian citizenship. He currently resides in Sydney, Australia.