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**SPARK: How to Lead Yourself
and Others to Greater Success**

by Angie Morgan, Courtney Lynch, and Sean Lynch

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SPARK details “the behaviors that any professional, at any level,
in any organization, can adopt to be a stronger leader.”

– Frederick W. Smith, Chairman and CEO, FedEx Corporation

**LEADERSHIP IS NOT ABOUT JOB TITLES –
IT’S ABOUT ACTION AND BEHAVIOR**

**In SPARK, Business Experts Angie Morgan, Courtney Lynch,
and Sean Lynch Show How Anyone Can Become
An Extraordinary Leader By Embracing Seven Key Behaviors**

Many people believe that leaders are the rare few at the upper echelons of a business or other enterprise. But the truth is that leaders can be found at any level of an organization. They are the Sparks – the doers, thinkers, innovators, and key influencers who are catalysts for personal and organizational change. “Sparks are not defined by the place they hold on an organizational chart. They are defined by their actions, commitment, and will,” explain Angie Morgan, Courtney Lynch, and Sean Lynch authors of the new book, **SPARK: How to Lead Yourself and Others to Greater Success** (Houghton Mifflin Harcourt; January 2017).

When Sparks are ignited, their actions can directly shape the future. They make things better. They’re the individuals who have the courage to stand up and say, “We don’t have to do things like we’ve always done them.”

In their book, the authors show how anyone can become a Spark. Drawing on their backgrounds as military officers and their experiences as principals of LEAD STAR, a leadership consulting firm where they have advised organizations such as Facebook,

More

Accenture, Marathon Oil, and the United Way, the authors present a roadmap for leadership development that can help anyone succeed. The key, they assert, is a willingness to commit to becoming a leader, a true Spark.

The Spark blueprint encompasses seven essential behaviors that are illustrated throughout the book with extensive examples and anecdotes. Each section also includes actions that readers can take to enhance these qualities within themselves.

The seven behaviors are:

Character: You cannot lead others unless you are able to lead yourself first. This means having a solid understanding of your values, and how these manifest into your character.

Credibility: Credibility forms the basis of trust. If people can't trust you, you can't lead them.

Accountability: Sparks resist the powerful, human instinct to place blame. They seek to identify how their own actions, or inactions, contributed to the situations they find themselves in.

Act with Intent: Sparks are the people who envision what a better future looks like, and take actions that lead themselves – and others – towards it.

Be of Service: When people feel cared for because you're serving them, they begin to feel a sense of loyalty, commitment, and camaraderie. They become transformed from a group of individuals into a team.

Confidence: Sparks consciously manage their internal thought process to always see themselves as strong and capable.

Consistency: Consistency is your ability to adhere to your values and intentions regardless of your circumstances. Being someone people can *always* count on opens doors to opportunities.

“Leadership isn't a set of abstract concepts reserved only for those who are anointed ‘management material,’” write Morgan, Lynch and Lynch. Moreover, “leadership at all levels” isn't just an effective cultural strategy that organizations can adopt – it has become a strategic imperative in today's fast-paced, ever-changing business world.

With **SPARK** as a blueprint, anyone can become a catalyst for change, and any organization can identify and develop Sparks throughout their ranks.

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ABOUT THE AUTHORS

ANGIE MORGAN is co-founder of Lead Star. She is the co-author of the bestseller *Leading from the Front*, and co-Director of the Center for Creative Leadership's Partner Network. She served as an officer in the United States Marine Corps and holds an MBA from the Ross School of Business at the University of Michigan. Before starting LEAD Star, she worked as a sales professional at Pfizer and Merck.

COURTNEY LYNCH is co-founder of Lead Star, where she works closely with all levels of leaders—from CEOs to frontline team members. She is the co-author of the bestseller *Leading from the Front* and co-Director of the Center for Creative Leadership's Partner Network. Courtney, who has written numerous articles on behavior-based leadership and organizational excellence, has appeared on CNBC, FOX News, and CNN. She served as a Captain in the United States Marine Corps, as an attorney at one of the nation's largest law firms, and as a sales manager for Rational Software.

SEAN LYNCH is a senior consultant at Lead Star. Following his service in the United States Air Force as an F-16 fighter pilot, Lynch joined the airline industry as a commercial pilot. He consults with clients in a broad range of industries including oilfield services, power generation, transportation, and medicine.