



**JANE WESMAN PUBLIC RELATIONS, INC.**

P. O. Box 20153, New York, NY 10011 Tel 212.620.4080

www.wesmanpr.com

For Immediate Release

**LEAD TOGETHER**

**Stop Squirreling Away Power  
And Build A Better Team**

By Tania Luna

Publisher: Peakpoint Press

Publication Date: September 19, 2023

Price: \$24.99/hardcover // ISBN: 978-1510776463

Contact: Jane Wesman

jane@wesmanpr.com

or

Andrea J. Stein

andrea@wesmanpr.com

"Whether you're a new leader, head of HR, or CEO, **LEAD TOGETHER** is a perfect primer on how to manage the nuanced challenges of using and sharing power in today's workplace. Luna has a genius for making complicated ideas simple."

—Douglas Stone, coauthor of the *New York Times* bestsellers  
*Difficult Conversations* and *Thanks for the Feedback*

Tania Luna's "message is as powerful as it is urgent: Leadership can be something we do together. A crucial antidote to today's ego-driven and status-obsessed approach to leading."—Thomas Wedell-Wedellsborg, bestselling author of *What's Your Problem?*

**SHARE POWER, LEAD BETTER**

**In LEAD TOGETHER, Expert Tania Luna Offers  
Radical Ideas For Building Stronger, More Resilient Teams  
And Highly Productive Workplaces That People Love**

Stress. Distrust. Disengagement. According to leadership expert Tania Luna, one rarely-discussed factor is responsible for these problems that plague our workplaces: poor power distribution. "It's not only those who have too little power that suffer. It's also those who hold too much—those lonely leaders who long for a team to lift the weight of the world off their shoulders," she attests. In her new book, **LEAD TOGETHER: Stop Squirreling Away Power And Build A Better Team** (Peakpoint Press; September 19, 2023), Luna lays out a new approach to leading teams and distributing power that creates both more fulfilling, inclusive, psychologically safe workplaces and more productive businesses.

As co-CEO of LifeLabs Learning, Luna was part of a team that helped thousands of companies become richly collaborative places to work, while at the same time growing LifeLabs Learning to more than \$30 million in revenue with 96% employee engagement

More

and less than two percent attrition. In her new book, she shares the principles behind these success stories.

Because ideas are best conveyed through story, **LEAD TOGETHER** is built around the fictional tale of Sam Squirrel, branch manager of Nuts for You, Inc., a company facing an impending forest recession. A chance meeting with squirrel Mary Parker Forrest—whose ideas are based on the work of real-life organizational scholar Mary Parker Follett—leads Sam to realize that his top-down “know the way and make them go your way” tactics are to blame for the disengagement, poor performance and high turnover he’s facing.

In the book, Luna lays out the limitations and dangers of the typical “power-over” approach, in which one person or group has power over others. Instead, she advocates a “power with” strategy, which entails leaders growing power in others, so that collectively they can get more done. “When someone feels powerless, they avoid taking risks, and they tend to think more conventionally. But when they feel powerful, they take action. They feel more confident and optimistic. They share their opinions even if others disagree. And they think more creatively,” the author explains.

Fundamentally, The Power-With Way has two components: growing personal power, and distributing power well, so that it’s not too concentrated in any one individual or group.

Achieving this hinges on four principles:

**Follow a Purpose Not a Person** – Having a clear purpose empowers everyone to progress toward the same goal, reduces bottlenecks, and places less strain on leaders. “Feeling inspired by the purpose of your work helps you get more done. Moreover, when we’re clear and aligned on goals, it lets us move forward without waiting for someone to tell us what to do,” says Luna.

**Rely on Context, Not Control** – Leaders must clarify the “why” rather than dictating the “how.” When people have context, they have the information they need to take action and make good decisions. On the other hand, feeling controlled reduces creativity and agility, and lack of context limits decision-making ability.

**Be a Cultivator, Not a Collector** – “Most companies try to ‘collect’ employees from a small, finite crop of talent rather than cultivate an infinite field. They think skills have to be found instead of made,” writes Luna. In a Power-With approach, organizations seek out people with the desire to learn and grow, and offer resources to develop skills.

**Build a Community, Not a Crowd** – “Any time we work together, some kind of community emerges. The problem is, most of us don’t think about it that way, so we don’t build our communities deliberately. In the end, we’re left feeling like a crowd,” the author explains. By inviting people to co-create your team you get “build-in” instead of “buy-in.” Not only does this open the door to better ideas, but it creates an “owner mindset” that results in a sense of commitment, belonging, and engagement from all employees.

Throughout the book, Luna’s story-telling approach brings these principles to life. She then supplements with self-tests, practical tools, and tactics to enable them to be implemented in any organization.

Leaders today want to stop feeling overwhelmed and alone. They want to develop engaged, diverse, resilient, and joyful teams that achieve great things together. They are searching for a better way to lead. **LEAD TOGETHER** provides the blueprint they need for building stronger, more resilient teams by sharing power. It is a guide to becoming the kind of leader who leaves everyone better than they found them.

# # #

#### **ABOUT THE AUTHOR**

**TANIA LUNA** author of **LEAD TOGETHER**, is a psychology researcher, writer, and educator. She has built and grown multiple companies, including LifeLabs Learning — a leadership development resource that serves thousands of the world’s most influential companies – and Scarlet Spark — a nonprofit that accelerates the speed-to-mission of organizations that help animals. She is also the co-author of *The Leader Lab: How to Become a Great Manager, Faster* and *Surprise: Embrace the Unpredictable & Engineer the Unexpected* and the co-host of the podcast Talk Psych to Me. Her TED Talk on the power of perspective has over 1.8 million views. She lives with rescued pigs, goats, roosters, dogs, cats, and the love of her life.