

A POWERFUL NEW RESOURCE FOR WORKING PARENTS IN YOUR ORGANIZATION

To reinforce your company's reputation as an employer of choice and to support mothers and fathers in your workforce, you might be interested in obtaining copies of [Parents Who Lead](#) (Harvard Business, March 10, 2020, available for pre-order now). This new book, by Stew Friedman (Wharton) and Alyssa Westring (DePaul), brings the science of leadership to the art of parenting. They show working parents how to lead more purposeful lives, characterized by harmony, connection, and impact.

Building on decades of research on the results of the [Total Leadership](#) program, *Parents Who Lead* offers a practical, evidence-based guide to help any parent forge a better future, foster meaningful and mutually rewarding relationships in all parts of life, fuel their career, and create sustainable solutions that work for their employer and for themselves, their children, and our world. Business leaders, scholars, and policy advocates have given powerful testimony about it (see [here](#) and below).

Your organization can use this book as:

- **A proven resource for every parent** – new and established – in your organization
- An essential offering for **health and wellness** and **diversity and inclusion** programs
- A guiding framework for **parents' resource groups**
- A supplement to **onboarding, career coaching, and leadership development** initiatives
- Part of parent-oriented events like **Take Your Child to Work Day** (April 23 this year)
- A **Mother's or Father's Day gift**, highlighting your commitment to employees as parents

If you'd like to make a bulk order purchase for such purposes, pre-publication discounts and customized branding are now available. And Stew Friedman and Alyssa Westring can speak about *Parents Who Lead* in an engaging, interactive session, in person or via webinar, in your organization.

Please write to admin@totalleadership.org to explore options that best suit your needs.

CEOS PRAISE PARENTS WHO LEAD

"Stew and Alyssa offer wonderful stories, wisdom, and actionable advice about applying leadership principles at home. An inspiring read for working parents."

—**Aron Ain, CEO, Kronos**

"My main priority is to be present for – and create impact across – all of the important relationships in my life. *Parents Who Lead* makes that goal feel not only attainable, but realistic."

—**Neil Blumenthal, co-founder and co-CEO, Warby Parker**

"At last, an inspiring and informative book on one of the most challenging leadership issues of our time – parenting. Want to put everything in context and feel positive? READ THIS."

—**Michael Dowling, President and CEO, Northwell Health**

"This well-written, compelling book distills evidence-based wisdom into actionable, outcome-focused tasks destined to improve the lives, and not just the parenting, of all who read it."

—**Shaun Francis, Chair and CEO, Medcan**

"*Parents Who Lead* is brilliantly done--a must-read guide that offers real solutions for working parents who strive to be values-driven leaders in today's fast-paced world."

– **Dave Lissy, Executive Chairman, Bright Horizons**

"I have given Stew Friedman's books to hundreds of people – they are that good, best-in-category by a country mile! *Parents Who Lead*, with Alyssa Westring, draws on his entire lifetime of work. I only wish he had written it when I was just starting out as a parent."

—**F. William McNabb III, former CEO, Vanguard**

"What a marvelous book! I wish I'd had it when I was a young parent, but it's equally valuable at the empty-nesting stage. The application of the Total Leadership approach to parenting shows how we can grow and lead in every area of our lives."

– **Anne-Marie Slaughter, CEO, New America**

"*Parents Who Lead* is great! It is a must for every parent who seeks to transform not only their relationship with their children but their relationship with the world."

—**Julie Smolyansky, CEO, Lifeway Foods**

"Your children need you to read this profoundly useful book. It's required reading for parents striving to earn an A+ in life."

—**Tom Tierney, Former Worldwide Managing Partner, Bain & Company and Chairman and Co-Founder, The Bridgespan Group**

THE HR COMMUNITY VIEWS *PARENTS WHO LEAD* AS A CRUCIAL RESOURCE TO SUPPORT EMPLOYEE SUCCESS AND RETAIN THE BEST TALENT

"*Parents Who Lead* is a systematic, practical, and inspiring guide for parents who want to succeed in their careers and make the world better for their children. It's a crucial resource for organizations that are committed to attracting and retaining the best people who also happen to be parents."

– **Anne Erni, Chief People Officer, Audible**

"What a cool book! It spoke to me in so many ways. I needed this wisdom now, even after 27 years of marriage and 25 years as an executive and mother of three. *Parents Who Lead* is a tremendous resource to refresh and increase the quality of our lives as partners, parents, and professionals."

– **Laura Kohler, Senior Vice President, Human Resources, Stewardship and Sustainability, Kohler, Co.**

"I love this book! It's engaging, inspirational, and relatable. I identified with parents in the book and was engrossed in their stories. *Parents Who Lead* is a great, timely resource for working parents and a landmark contribution to organizations seeking to embrace the whole lives of employees."

– **Jennifer H. Mieres, SVP, Chief Diversity & Inclusion Officer, Northwell Health**

MORE PRAISE FOR *PARENTS WHO LEAD*

"*Parents Who Lead* does not disappoint! Read this book, put it to practice, and see the results."

— **Samuel Allen, Senior Vice President and COO of Marketing, Salesforce**

"*Parents Who Lead* is an engaging, science-based, essential guide to upgrading your life, financially supporting your family, and being a stellar parent. It's an easy-to-follow, proven method to cut your stress, succeed at work, and inspire your children to live healthy, meaningful lives."

—**Dave Asprey, Founder, Bulletproof and *New York Times* bestselling author of *Super Human***

"The skills that define great leaders at work are surprisingly relevant to becoming a great parent at home. This book won't just help you identify those skills—it's a step-by-step guide for putting them into practice."

— **Adam Grant, *New York Times* bestselling author of *Originals* and *Give and Take***

"If struggling to meet work, family, and social demands means you feel too busy to read this book, then you *really* need to read it! It will help you unlock creative steps to live a more grounded, spacious, and fulfilling life."

— **Grace Ho, Regional Lead, Women's Recruiting and Development (Asia), McKinsey & Company**

"Friedman and Westring masterfully translate social science evidence into practical steps for building the leadership capacity to cultivate our relationships with our children and all those important to their development."

— **Susan J. Lambert, President, Work and Family Researchers Network**

"If you feel overwhelmed by the demands of work, family, and the rest of life, take back control with this insightful and compassionate book."

— **Daniel H. Pink, author, *When and Drive***

PRAISE FROM *PARENTS WHO LEAD* WORKSHOP PARTICIPANTS

"The *Parents Who Lead* process has been truly transformational. We were skeptical that we'd be able to make changes that would stick. But the concepts and structure came to life and yielded quick results, encouraging us to keep going to make meaningful, sustainable changes in our lives, with our children and our community."

—**Dana Nae Garcia, Executive, Vynamic**

—**Jamie Garcia, Director, FS Investments**

"This workshop provided us with specific strategies and a new vocabulary to parent with purpose, and to do so in a way that simultaneously enhanced our marriage, careers, and community relationships. It doesn't happen overnight, but we are living proof that *Parents Who Lead* can help you uncover solutions to some of parenting's truly daunting challenges."

—**Lauren Tanzer, Cardiology Administrator, Children's Hospital of Pennsylvania**

—**Matthew Tanzer, Managing Director, BAYADA Strategic Ventures**

“Designed for busy working parents in an 'always on' digital world, this book is an engaging read filled with proven strategies, actionable advice, enlightening research, and real-life examples – including ours, from the life-transforming workshop we did with Stew and Alyssa. A must-read for career-driven leaders who want to be winning Moms and Dads.”

—**Daniel A. Chen, Head of Business Development, Quicken**

—**Loretta Chen, Corporate Controller, Paine Schwartz Partners**

“We started the program during our busiest period as parents of two. It wasn’t easy to find the time, but the immediate positive changes we saw urged us on. Now, with three children, busier than ever, we have the tools and confidence to stay the course toward achieving our vision for ourselves and our children.”

—**Laura D. Rivera, Global Finance Director, Johnson & Johnson**

—**Hon. Marc A. Alfarano, Magisterial District Judge**