

Media Alert –

Veteran’s Day soft launch: New book says understanding ‘natural behavior,’ managing differences is today’s competitive advantage

Leadership expert, USAF Colonel (Ret) and POW teams with international behavioral insights pioneer on book: Leadership Behavior DNA, Discovering Natural Talents and Managing Differences

WHAT: Authors Lee Ellis and Hugh Massie posit that, whatever your leadership style, learning to recognize and better manage differences is the key to building a winning culture and improved productivity. To that end, they collaborated on the forthcoming *Leadership Behavior DNA, Discovering Natural Talents and Managing Differences* (Freedomstar Media). Instead of another leadership or management tome – and grounded in statistical research and data from millions of clients and more than 45 years of workplace experience – Ellis and Massie empower readers by applying practical insights on human design. Readers of *Leadership Behavior DNA* are empowered to:

- Grow by capitalizing on strengths and managing struggles;
- Improve communication and collaboration with people who are different;
- Develop the full potential of each person by leading them via a tailored approach; and
- Unify diverse teams by building trust based on understanding, acceptance and respect.

Ellis and Massie: Whatever your leadership style, the Leadership DNA Discovery Process exponentially compounds your effectiveness by using a validated tool that reveals natural talents, innate DNA driven behaviors – yours and others – so you can better manage differences, relationships and decision-making for building a winning culture and improved productivity.

WHEN: Though the book will officially launch January 7, 2020, it is available for review online now by veteran and military media outlets in honor of Veteran’s Day.

WHERE: Via [this link](https://www.netgalley.com/catalog/publisher/83287) (<https://www.netgalley.com/catalog/publisher/83287>); to request an advance hard copy for review, pls call 678-455-9514 or email contact@freedomstarmedia.com. Others can pre-order *Leadership Behavior DNA, Discovering Natural Talents and Managing Differences* online at [Amazon](#), [Barnes & Noble](#) and other popular retailers.

WHY: As Ellis and Massie note, wheels were used to haul cargo for thousands of years but were not put on luggage until 30 year ago. Likewise, we’ve always known at home and work that every individual is unique. But as with the nexus of wheels and luggage, we had never adapted that knowledge to disrupt how we lead, perform, and relate with each other – *until now*. You may have some awareness of the unique differences in people, but do you know how to harness and manage differences to create a dynamic people culture? Regardless of leadership or management style, an understanding of innate behaviors and differences is the key to mastering “Leadership DNA” for individuals, teams and organizations.

WHO: Early in his career, Lee Ellis served as an Air Force fighter pilot flying 53 combat missions over North Vietnam. In 1967, he was shot down and held as a POW for more than five years in Hanoi and surrounding camps. Hugh Massie is Founder and CEO of DNA Behavior International; the firm’s behavior insights tech platform has impacted millions of people in 125+ countries and 11 languages,

including investors with assets from \$1 to over \$1 billion, over 20,000 advisors, and leaders of 5,000+ businesses.

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