



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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System Offered to Increase U.S. Productivity

CEO's book shows how better leadership improves business output

Novato, California (March 5, 2007) – Recently the Conference Board reported U.S. productivity lags Europe for the first time in over a decade. According to CEO and author David Russell, the best way to increase productivity is to improve the leadership skills of America's entrepreneurs, managers and executives.

Russell's book, [*Success With People - A Complete System For Effectively Managing People in Any Organization*](#), provides a strategic proven system that is easy to understand and quick to apply. Russell, the CEO of [Success With People](#), Inc., knows first-hand the importance of managing a company's greatest asset: its people. Russell teaches leaders how to double employee engagement, motivate better performance, increase retention and more—all factors that contribute to business productivity.

In the book, Russell outlines twelve steps for an effective leadership system, which fall into three broader categories:

- Establish Your Foundation
- Balance Your Workload
- Manage Your Team's Performance

“Productivity doesn’t happen by accident,” says Russell. “America’s business leaders need a clear yet comprehensive, proven system for hiring, managing, developing and retaining people if they hope to compete in the global economy.”

The book is available for sale at [Success With People - A Complete System For Effectively Managing People in Any Organization](#).

About David Russell, the author

Partners of Microsoft, Intel, Cisco and other companies are turning to David Russell to improve the way they hire, manage, develop and retain top talent. The reason Russell is fast becoming the go-to leadership guru for high-tech entrepreneurs is he teaches a 12-step system to become an effective leader rather than just toss out some ideas and be gone. His focus on leadership follow-through is evident in his [Success With People Club](#), which is a \$25 a month mentoring program that reinforces key objectives, inspires more complete employee engagement and pushes leaders to take consistent action resulting in new growth and profits.

About Success with People

[Success With People](#), Inc. offers coaching, consulting, assessments and services focused on helping entrepreneurs, managers and business owners manage people and priorities more effectively. This quick to learn, easy-to-use system helps you build stronger, more productive relationships with employees that enable you achieve greater success. The *Success With People Club* offers custom-produced monthly Leadership Coaching CD’s and on-call help for you to become the effective leader you need to be.

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