



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Free Leadership Coaching for Troubled Times Popular mentoring helps people get ahead

Novato, California (April 8, 2008) – The biggest concern for many leaders during this recession is they might lose some of their top performers. Many would love to engage an executive coach to help develop a retention strategy, but budgets are tight so what's a leader to do?

David Russell, author of the book, *Success With People – A Complete System For Effectively Managing People In Any Organization*, has a solution. For a limited time he is offering his custom leadership coaching audio series FREE to visitors of www.SuccessWithPeople.com. This series has been the most popular benefit of the *Success With People Club* for the last 20 months. Each month is a set of new, custom recordings by Russell to mentor leaders how to achieve their dreams through others.

Each month Russell chooses a theme, such as employee retention (March 2008) and then motivates leaders with ideas and suggested actions they can take to hire, manage, develop and ultimately retain people effectively. Russell's focus is to help leaders stay on track – to give them ideas, inspiration and answers so they lead employees to achieve top productivity and retain their best people.

One Club member, Karen A. Riordan, Regional Director, Mid Atlantic of Grace-Hunt LLC, told David, *"...I just wanted to let you know how much I enjoy the monthly CDs you send out! Funny how I can laugh out loud while I'm driving at some of your jokes. They are inspirational and help to keep me focused."*

“Most places I go to speak professionally,” explained David Russell, author and consultant, “leaders are struggling to focus on key priorities and concerned about retaining their top talent. We felt these recordings, which act as an automated coaching session, might help others increase sales, productivity and bottom line just like they have helped our Success With People Club members. This month’s unique coaching recordings can be downloaded by anyone onto their iPod, Zune, computer or other device.”

The April collection of audio coaching is themed, *Don't Be an April Fool*. The collection can be downloaded as a single large file or each track individually. The focus is on how to retain your top employees during uncertain economic times. The files are located in the [Free Stuff](#) section of www.SuccessWithPeople.com. (Paid Success With People Club members can access the 20-month archive of content in addition to other Club benefits.)

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 a systematic approach to fully engaging employees is unique and profitable for any company.

About Success with People

[Success With People](#), Inc. has over 200 clients. The company 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 Talent Management Transformation (TMT)* is a way for entrepreneurs to establish or reorganize their employee and/or sales processes to grow their business to the next level. The *Success With People Club* offers custom-produced monthly Leadership Coaching CD's and on-call help as an automated mentoring service.

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