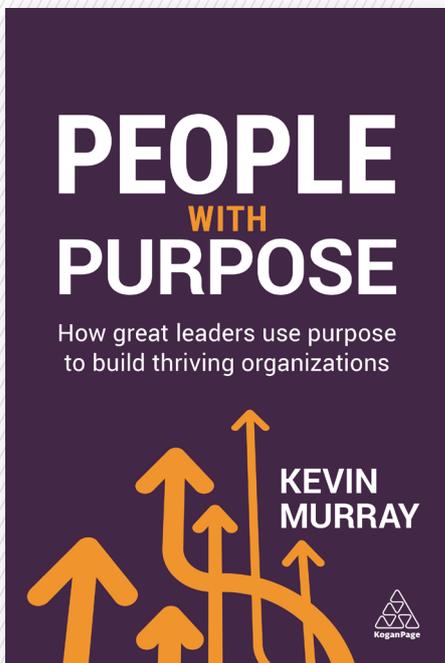


NEW BOOK

30 Top CEOs (and 4000+ employees) Reveal The Power of Purpose

NEW BOOK FROM LEADERSHIP EXPERT KEVIN MURRAY SHOWS WHY, AND HOW, LEADERS SHOULD PUT PURPOSE AT THE HEART OF THEIR ORGANISATION



People with Purpose – How leaders use purpose to build thriving organisations by Kevin Murray is due to be published by Kogan Page in February 2017, priced £19.99.

ABOUT THE AUTHOR

Kevin Murray has been advising leaders and leadership teams for the past three decades. He has worked across a wide variety of sectors, often having to help leaders to deal with significant change programmes as well as a range of other business challenges including, sometimes, managing crises. He has also provided personal coaching for many of these leaders, helping them to become more inspiring.

Kevin is author of the best-selling books *The Language of Leaders*, and *Communicate to Inspire*, both of which were published by Kogan Page and were finalists in the Chartered Management Institute's Management Book of the Year Awards. He has interviewed more than 120 CEOs for his research, and commissioned ground breaking studies to understand what most inspires employees.

Kevin has 40 years of experience in communications, working as Director of Communications for British Airways, Director of Corporate Affairs for the United Kingdom Atomic Energy Authority (AEA) and leading the biggest communications group in the UK for more than 15 years. For more information, visit www.leadershipcommunication.co.uk.

People With Purpose: How Great Leaders Use Purpose to Build Thriving Organizations is the third book from best-selling author and executive coach Kevin Murray. Drawing on his three decades of experience of working with leaders, Kevin uses a wide range of new and exclusive research to show how a clearly defined purpose is vital to powering the performance of any organisation, whether large or small.

The book explores how a strong sense of purpose in an organisation can:

- Become the beating heart that inspires a greater level of productivity from employees
- Add long-term value for shareholders, customers, employees, suppliers and citizens
- Create better a reputation, relationships and more trust among stakeholders
- Deliver better results for the organisation

What sets *People with Purpose* apart from other management guides is the combination of valuable insights from over 30 CEOs of top companies, including Virgin Atlantic, Moss Bros and Yodel, along with the latest research in neuroscience. Kevin draws together the work of leading psychologists and scientists to show how having a sense of purpose actually changes brain chemistry, leading to massively positive effects on how employees function in their roles and their overall wellbeing.

The book also draws on global research and an exclusive survey Kevin commissioned through YouGov, where 1,800 managers and 2,200 employees were surveyed to analyse the impact of management behaviour on motivation. Specifically, the research focuses on what management behaviours are most likely to inspire discretionary effort – the extra level of effort people give above and beyond the call of duty when they are truly inspired. It all comes down to inspiring leadership.

Kevin Murray clearly demonstrates how the old image of purpose – to maximise profits – is no longer enough, and how organisations with a shared sense of social purpose outperform those without one on all levels. Having meaning and purpose within a company creates a positive mindset for employees, making them feel valued and thus more productive in their day-to-day roles.

In this era of lightning fast communications, this book outlines how important it is for organisations to have purpose in order to thrive and grow. Kevin also shares practical advice on how leaders at all levels can achieve the three things vital for building a successful business: a purpose that matters, a strong culture inspired by strong values, and clear but stretching goals.

You don't have to be the CEO of a global company to find this book useful. Anyone who leads or aspires to lead a team will find it packed full of practical insights, and it has already attracted rave reviews from top business figures including Baroness Tessa Jowell, Barry Sheerman MP, Anne Francke, Chief Executive of the CMI, Paul Drechsler CBE, President of the Confederation of British Industry and many more.

"This timely read advances the global purpose movement from talk to walk."

Valerie Keller, Global lead, EY Beacon Institute, Executive Director, Global Markets, Ernst and Young.

"It's not a book of theory... it's a book of practice from the mouths of leaders who have done it. It's a book I wish I could have read 30 years ago."

Lord Stuart Rose, Chairman of Ocado

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:



Kevin Murray

Kevin Murray is an experienced and engaging speaker, and is available for interview, expert comment and by-lined articles on a range of business, purpose and employee engagement articles, including:

— The most important manager behaviours, as seen by employees

— Purpose, values and goals: The three key ingredients for a successful business

— Why creating a sense of purpose is the most important role of a modern leader

— Why inspirational leaders should create an audacious 30 year vision

— The role of neuroscience in motivation: How understanding our brains leads to better business performance

— How purpose can create organizational resilience in uncertain times

— How mastering discretionary effort could solve the UK's £20bn productivity challenge

— Why leaders have sleepless nights about culture