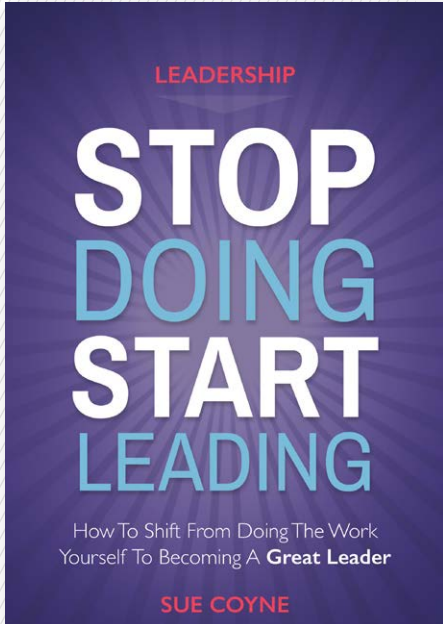


NEW
BOOK

Why the world's best leaders do less

HOW A DEVASTATING BURNOUT TAUGHT A SELF-CONFESSED WORKAHOLIC HOW TO ACHIEVE MORE BY DOING LESS



Stop Doing, Start Leading is available this August from Amazon, priced £12.99.

For many, being a successful leader means working every hour God sends and putting family life, personal health and happiness to one side. 'It will be worth it in the end', right?

In reality, this personal cost is rarely justified and doesn't make people better leaders, just inefficient and stressed ones. Wellbeing in all aspects of our life should be the path to true success.

Now a new book, *Stop Doing, Start Leading*, explains how the key to effective leadership actually centres on improving the self in order to become an inspiring figurehead, and reveals how by focusing on personal empowerment you can enable those around you to also succeed.

The author, Sue Coyne, is a former business leader and a renowned leadership coach. A self-confessed workaholic, she understands only too

well the dangers of burnout having put herself and her family to one side in the pursuit of her career. It took cancer and a consequent near-death experience during chemotherapy to make Sue take stock of her situation and now, as a result, she is on a quest to enable others to lead effectively without facing the mental, physical and personal costs she experienced.

Whether you are a leader in the making, a manager who has been promoted to a leadership position or an expert thrown in at the deep end, *Stop Doing, Start Leading* will help you to understand how to delegate, inspire and lead others. It provides practical advice that will enable you to grow in confidence as a leader, create conditions and energy that allow others to thrive and achieve fulfilment in your own career and personal life, something that will benefit everyone around you – at work and at home.

ABOUT THE AUTHOR

Sue Coyne PCC is passionate about growing great 21st Century leaders who create workplaces in which people thrive. Places where stress and burnout are replaced by enjoyment and contribution. She spent 20 years as a business leader and has been supporting business leaders in her position as a sought after leadership coach since 2003. She complements this with expertise in the areas of neuroscience and the latest leadership thinking.

Prior to a health scare in 2000, Sue was a highly stressed and overworked owner of a Market Research business, earning £100,000 a year, torn between motherhood and her career. Cancer and a near death experience following an accidental overdose of chemotherapy medication, left her questioning work/life balance and taking stock of what mattered; a process which helped Sue to stop doing and start leading.

SueCoyne.com

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE

Sue is an experienced and engaging speaker and is available for interview, by-lined articles and comment on a range of topics, including::



Sue's personal story:

How the challenges of her illness helped her realise balance and happiness and go from being overworked, stressed and feeling like a neglectful mother, to an inspirational coach

The six elements of a great leader: Balance, identity, empowerment, development, engagement and change.

Thriving not surviving: How to avoid burnout and understand the importance of well-being, health and happiness in achieving leadership goals.

Are you suffering from Expert Syndrome? Business leaders who are used to being valued

for their expertise often don't feel confident in themselves as a leader. This article explains how to stop doing and start leading through effective delegation, time management and learning to trust and empower your team.

Toxic work environments: How to spot one, why they're bad and what to do about it.