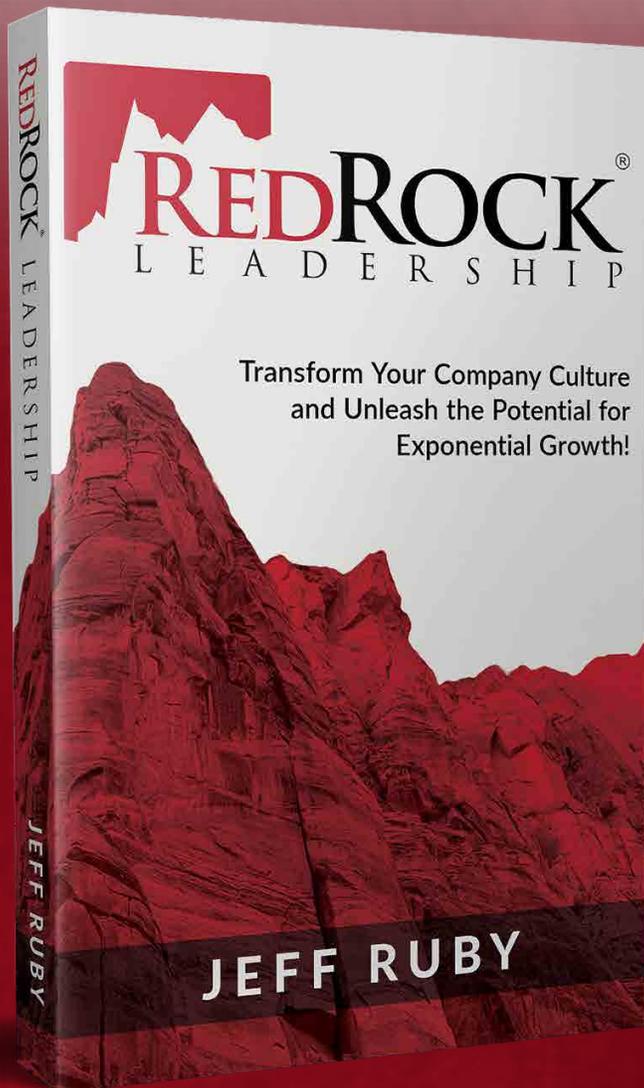


MEDIA KIT



Company success doesn't come from telling people what to do. True sustainable success is created from within, and to get there you need to transform your company culture.

TITLE

REDROCK LEADERSHIP

Transform Your Company Culture and Unleash the Potential for Exponential Growth!

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TOPICS COVERED INCLUDE



BUSINESS



LEADERSHIP



MANAGEMENT



SALES

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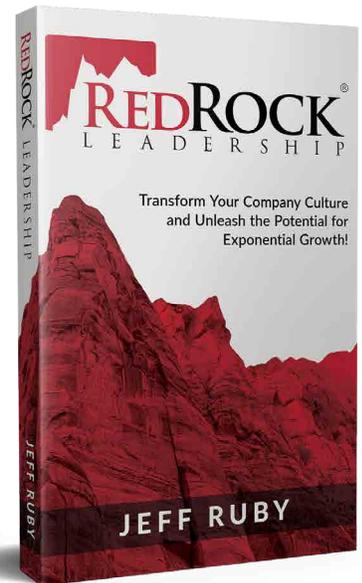
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Today's businesses don't need bosses—they need leaders.

Company success doesn't come from telling people what to do. True sustainable success is created from within, and to get there you need to transform your company culture. Sales and Leadership Trainer and Coach Jeff Ruby has a process that works. The RedRock Leadership method shows business leaders—from small businesses to Fortune 500 companies—how to double, triple, and even quadruple bottom-line results. The key factor in creating that growth? Emotional intelligence—but not just in one person. Benefit from RedRock's game-changing lessons, including:

- How to leverage the power of emotions for your business, not against it.
- Why management is an outdated concept—and why no one is talking about it.
- Understand the six differences between heroic leadership and collaborative leadership...and why collaborative leadership will take your company growth further.
- The unique four-point plan that starts with leaders and ripples down to your teams to revitalize growth and transform culture.
- The shocking common denominator between your top performers...and your worst.
- ...plus even more tools, strategies, and step-by-step exercises from RedRock Leadership training programs used by hundreds of companies worldwide.

Just because you are part of leadership doesn't mean you are a leader. Redefine what it means to be a leader with Jeff Ruby's authentic and insightful keys to collaborative leadership...and forge the path to success in business and in life.

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ABOUT THE AUTHOR

Jeff Ruby firmly believes that the key to a company's success doesn't come from being—or even behaving like—the boss but by being a leader. As the founder and CEO of RedRock, a successful sales training and leadership development company, Jeff helps companies develop leadership strategies as well as increase growth, sales, and profits.

Jeff began his business career in his hometown, earning a degree in business administration at the University of Akron. After graduating, Jeff created a successful career in sales—in one case, increasing a company's sales by 800% in only four years. He leveraged his sales record into his first business (which he ultimately sold for profit), The Ruby Group, which focused on training sales teams across the country. In addition to sales training and leadership, Jeff's extensive experience includes marketing, business strategy, job costing, and profitability analysis. In 2010, Jeff started RedRock Leadership, a company with a game-changing strategy for dynamic business growth and leadership. A compelling speaker, Jeff continues to inspire not only his clients but business leaders across the country, incorporating stories from his own experience, as well as his love of baseball and coaching. He also hosts the RedRock Leadership Podcast. Jeff is available for speaking engagements and is certified in TTI success insights for EQ, Disc and Driving Forces.

Jeff and his wife Tracey have successfully raised two beautiful daughters and currently reside in Tampa, Florida with their dog, Rosco.

Follow Jeff and RedRock at www.redrockleadership.com, on Facebook @RedRockLeadership, or on Twitter and Instagram @RedRockLeader.

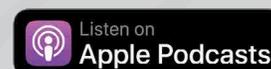


SAMPLE TOPICS

Talk to Jeff Ruby about business, leadership, building a company culture, and emotional intelligence.



- Leverage Emotion and Make it Your Company's Competitive Advantage
- Why Collaborative Leadership Will Take Your Company Growth Through the Roof
- Three Ways to Adopt the Mindset to be an Emotional Intelligent Leader
- 5 Steps to Create a Your Company's Core Values and Halt Employee Turnover
- The Key to Motivating Employees Starts With Culture, Not Incentives.



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ABOUT THE BOOK

“We aren’t being heard.”

Two young women had approached me at the end of the first day of RedRock Leadership training. They were obviously incredibly smart, passionate about their jobs, and frustrated by their bosses. Without some sort of intervention, I could see it was highly likely that they would end up seeking employment somewhere else.

I hear this sentiment at almost every one of my leadership training sessions. Because it’s so widespread, you may have encountered this yourself. There’s a systemic gap to bridge in almost every organization. It’s a push-pull between “Do your job” and “I have an idea how we can do it better.”

To some extent, this push-pull has always existed, but today the divide seems larger. Those on the frontline make demands for what looks to be unnecessary change to make their jobs easier. While at the same time, those in charge appear to be fixed in their ways and refuse to listen. What’s unfortunate is that if this tension is not addressed properly, it reaches a breaking point. Sometimes skilled people on our teams are just not in the right company, but sometimes they are and they leave. There are a lot of reasons behind this tension, but the solution is actually fairly simple.

Leadership training is in high demand right now because it’s being recognized as a solution to this very issue. Poor leadership—not just at the top but throughout organizations—is why good companies are failing to attract and keep talent. It’s stifling the careers of young team members who aren’t acquiring the skills they need to succeed. It’s curating a staff of dejected individuals who don’t want to be there. It’s hurting the bottom line.

This tension might be hurting your company too.

Why is there such a crisis? It comes down to three key elements of a healthy company culture: trust, perseverance, and collaboration. The heroic, top-down style of leadership introduced by the Baby Boomers and Gen Xers isn’t working for Millennials and Gen Zers, who are taught the value of collaboration at every stage of their education. Everything from group projects in the classroom to family meetings that encourage youth to speak their minds and be valued have paved the way for wide-ranging discussions and open doors.

Then they enter the work force where top-down leadership is still predominant, and it feels stifling and unsatisfying. It can be that simple. People want to contribute on a personal and organizational level. The overall outcome matters to those in charge just as it does to those on the frontline. That’s the good news. The bad news is that a lack of trust and perseverance is hindering collaboration. It takes both parties being trained properly to lift this dark cloud of confusion.

Company culture matters now more than ever.

The influencers of today’s business culture crave truth and understanding. Like never before, people are choosing purpose over money and status. They want to be part of something greater than themselves. That’s why RedRock’s Personal and Managerial Leadership training has been so incredibly effective in helping transform company cultures. From our Florida headquarters, we provide training and consulting services to organizations who want to improve their sales and leadership performance. Our training is provided through live workshops and boot camps both from our RedRock Leadership training centers and our clients’ locations. We also facilitate mastermind groups and strategic planning sessions, as well as provide how-to videos, articles, and tools that help our clients grow and

improve their bottom lines.

What’s unique about RedRock Leadership is that our training and consulting services are grounded in the competencies of emotional intelligence, which means that we always start by getting people to look inward to establish a foundation for personal leadership before growing outward. Establishing that personal foundation and understanding creates strong roots so that timely growth can occur.

In this book, you’ll find real-life examples of people who are just like you, in organizations just like yours, who’ve entered into this training, embraced it, and came out winners. If you’ll take the time to learn and apply the principles and concepts outlined in this book, like so many others have, you’ll unleash the potential for exponential growth.

Regarding personal leadership, you’ll learn to:

- Build and sustain mental toughness and become more emotionally intelligent.
- Forge positive relationships by becoming more personally and socially aware.
- Create actionable goals that match your life priorities and vision for the future.
- Leverage your time to accomplish all that is necessary to reach your goals.

Regarding managerial leadership, you’ll learn to:

- Motivate your team so they become autonomous and take immediate responsibility.
- Coach your team to enhance personal, job, and strategic performance skill sets.
- Hold your team accountable for being trustworthy and remaining committed.
- Build a culture of trust that attracts and retains the right talent for your organization.