

For Immediate Release

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“Lead with LUV” - An Innovative Way to Create a Successful Business

(New York, NY)--Leadership – what’s love got to do with it? Love has everything to do with it, according to bestselling author and acclaimed management expert Ken Blanchard and former President of Southwest Airlines, Colleen Barrett, authors of ***LEAD WITH LUV: A Different Way to Create Real Success*** (FT Press, ISBN-13: 9780137039746, \$19.99, hardcover, 176 pps., January 2011).

In a compelling and wide-ranging conversation, Blanchard and Barrett reveal why love is the most powerful way to lead, how to make it work, and how it can help you achieve unprecedented organizational success – even during tough economic times.

Barrett and Blanchard’s premise is simply put – treat your employees with love, place them first and follow the Golden Rule; your customers will respond in kind, bringing brand loyalty and profits to your bottom line.

“Once upon a time, there was a remarkable person who was known to lead with love. Her company succeeded where almost all other companies struggled with problems. Its customers were loyal, its employees loved to work there, and the company was profitable year after year. This loving leader did not have a fancy business degree. In fact, she began her career as an executive secretary. Yet the founder of the company chose her to succeed him as president. When asked why, he said, ‘Because she knows how to love people to success.’ She is Colleen Barrett, President Emerita of Southwest Airlines.

From the Introduction of LEAD WITH LUV

What is LUV? Barrett explains, “LUV is Southwest Airlines’ symbol on the New York Stock Exchange. We first started flying out of Love Field in Dallas, and our first advertising slogan in 1971 was ‘Southwest Airlines, the Someone Else Up There Who LUVs You.’ We also had a heart on our first signature line and letterhead. And today, forty years later, we still have hearts on our aircraft, but most importantly, the LUV symbol identifies how we operate and lead as an organization.”

Colleen Barrett has been with Southwest Airlines since its inception in 1971. She served as company President from 2001 through July 2008. "For over forty years, in her relationships with the People of Southwest Airlines, Colleen Barrett has lived the leadership principles extolled by Ken Blanchard," says Southwest Founder and Chairman Emeritus Herb Kelleher.

Ken Blanchard is the author of the all-time #1 bestselling book on managing your work and life, THE ONE MINUTE MANAGER. He is the Chief Spiritual Officer of The Ken Blanchard Companies.

LEAD WITH LUV: A Different Way to Create Real Success by Ken Blanchard and Colleen Barrett will be published by FT Press in January of 2011. Enclosed is a copy of the book, which we hope you will assign for review. Both Ken Blanchard and Colleen Barrett are available for interviews.

Lead with LUV is the third title in the "Leading at a Higher Level Series," which shows how real business leaders and their companies are successfully applying Blanchard's management principles to achieve worthwhile results while acting with respect, care, and fairness for the well-being of all involved.

For more information or to arrange an interview with the authors, please contact Sandra Goroff-Mailly & Associates, Inc. at 781-821-2733 or via email at sgma@aol.com.

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