

For Immediate Release

**LEAD ME OUT TO THE BALLGAME
Stories and Strategies to Develop
Major League Leadership**

By Howard Fero, PhD and Rebecca Herman, PhD

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"Howard and Rebecca have done a great job illustrating the leadership roles within Major League Baseball teams and how their strategies can be used to lead organizations outside of the game."

-- Joe Maddon, Manager, Tampa Bay Rays

"What a concept! Authors Howard Fero and Rebecca Herman take a hard look at lessons learned by the men who play and manage baseball at the highest level. Their stories illuminate leadership lessons that those of us who don't play the game can understand and employ in our own lives."

*-- John Baldoni, Chair, Leadership Development Practice, N2Growth;
best-selling author of Lead With Purpose and Lead Your Boss*

"Whether you are a Fortune 500 executive, or a small business owner trying to take the next step, this book is relevant to you."

-- Craig Breslow, Pitcher, Boston Red Sox and Founder of the Strike 3 Foundation

**LEAD ME OUT TO THE BALLGAME SHOWS BUSINESS LEADERS HOW
TO ENERGIZE THEIR TEAMS AND WIN**

Interviews With Major League Players And Managers Form Crux Of New Leadership Book

Baseball, a bedrock of American culture, provides a simple yet powerful metaphor for developing leadership skills. In **LEAD ME OUT TO THE BALLGAME: Stories And Strategies To Develop Major League Leadership**, authors Howard C. Fero, PhD and Rebecca L. Herman, PhD weave together first-hand accounts from active managers and players in Major League Baseball about how to mold a disparate group of individuals, most of

them supremely gifted athletes, into a smooth, well-functioning machine capable of overcoming the grind of a 162-game season and (hopefully) post-season play.

Ballplayers are not that different from most employees: they require encouragement, support, and most of all the trust of upper management. The manager, coaches, and the team must work together to bring about success on and off the field. **LEAD ME OUT TO THE BALLGAME** will equip anyone, at any level within an organization, with the skills and tools needed to cultivate a winning attitude.

Fero, Director of Graduate Leadership Programs at Albertus Magnus College and Herman, Professor of Leadership and Organizational Development for Kaplan University's School of Business graduate programs, draw on their love of baseball, and knowledge of business, leadership, management, and human resources, to create a winning playbook for corporate America.

According to Herman and Fero, Bob Melvin, manager of the Oakland Athletics, is one of those who exemplifies the principles of leadership, trying his best to make sure that each member of his team understands their role and see the value they add. He relies heavily on open communication as a key element of his leadership toolkit. In an interview with the authors, Melvin shared that upon taking over as manager of the team, he explained to his players that he would keep their personal goals in mind, but they needed to try to see things from his perspective as well. He went on to say that to be successful he needs his players to all be engaged and one of the ways he does this is by giving his backup players something to look forward to. Openly communicating why they will or will not be playing may not make everybody happy, but it instills respect, which is necessary in any successful enterprise.

The core premise of **LEAD ME OUT TO THE BALLGAME** is that major league leadership is comprised of three dimensions: leading ourselves, leading others, and leading our game.

Leading Ourselves

Finding our Passion (The Dugout) Before we can leave the dugout and work with our team, we need to have a game plan. Without passion, it's difficult to project optimism and excitement.

Lead by Example (Pitcher) People look to their leaders to see how they react in situations and to see what they do when no one is watching.

Earn Respect (Catcher) Just as the pitcher and catcher need to trust and respect each other, so do leaders in business need to earn trust and respect within their organizations.

Leading Others

Know your People (First Base) Managers need to remind themselves that every player is different, yet everyone deserves to be given respect and the opportunity to excel.

Cultivate Relationships (Second Base) Finding commonalities with others helps to develop relationships and break down barriers to communication.

Support your People (Third Base) Players need to believe that their manager has their back and will stand up for them at critical times.

Communicate Effectively (Shortstop) When a leader is able to communicate his vision, inspire others on the team to commit to it, and engage the team to work toward it, success will follow.

Leading the Game

Know Your Game (Left Fielder) Effective leaders truly understand their business, their industry, and their customers.

Foster Teamwork (Center Fielder) A manager's job is to make sure that messages are delivered clearly, and from the right person.

Create a Winning Culture (Right Fielder) A leader's daily actions and interactions create the culture and establish the team's ability to reach its ultimate designation – to win.

From the dugout to the pitcher's mound, from the C-Suite to entrepreneurial start-ups, Fero and Herman delve deep into the culture of baseball and today's workplace to identify essential leadership tools that will lead to teamwork and success. **LEAD ME OUT TO THE BALLGAME** is the playbook to a winning season.

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About the Authors

Howard C. Fero, PhD, The Leadership Doc, is a leadership speaker, professor, consultant, and executive coach. He is a sought after speaker and has been recognized as an "inspirational, motivational, and innovative facilitator". Dr. Fero works with individuals and groups helping them to cultivate their leadership, identify and focus their motivation, and create high performing teams. He is the Director of Graduate Leadership Programs and an Associate Professor of Management and Leadership at Albertus Magnus College in New Haven, CT, and was recently recognized as a Business New Haven Rising Star. Fero holds a Master's degree in Industrial and Organizational Psychology from Baruch College, the City University of New York, and a Ph.D in Organizational Behavior from Claremont Graduate University. He lives with his three children and wife, interior designer, Lisa Fero, in Connecticut.

Rebecca L. Herman, PhD, is a leadership professor, transformational speaker, passionate volunteer leader, baseball blogger, and avid photographer. She loves to work with people to help them achieve their fullest potential. Dr. Herman is a Professor of Leadership and Organizational Development for Kaplan University's School of Business graduate programs. Prior to her academic appointment, Dr. Herman enjoyed a successful career as a leader in Human Resources for over two decades. She is a member of Alpha Omicron Pi fraternity with over thirty years of volunteer service and is currently serving as International Vice President on the Executive Board. She holds a Master's degree in Organizational Management from the University of Phoenix, a PhD in Organization & Management from Capella University, and is certified as a Senior Professional in Human Resources (SPHR). Dr. Herman lives with her son in San Diego, CA.

For more information, please visit www.MajorLeagueLeadership.com.

A portion of the proceeds from the sale of this book goes to the Strike 3 Foundation and the fight against childhood cancer.