



## **For Immediate Release**

### **Contact Information:**

Jamie Berdine  
(412) 269-7240 ext. 2038  
[jberdine@clg.com](mailto:jberdine@clg.com)

## **The CEOs handbook, *“Preparing CEOs for Success: What I Wish I Knew”* Is Now an eBook**

*For a limited time the book will be available as a free download*

**[PITTSBURGH, PA November 15, 2011]** – The Continuous Learning Group, Inc. (CLG), announced today the availability of ***Preparing CEOs for Success: What I Wish I Knew*** in **eBook format** for **Kindle** (Amazon.com), **Nook** (barnesandnoble.com), and **iPad** (Apple’s iBookstore). Because of high demand, the decision was made to make the book available online. From December 13<sup>th</sup> until January 2<sup>nd</sup>, 2012, the eBook will be available for free download.

The book is an impressive compilation of candid interviews with nearly 30 CEOs of top global companies to find out what they wish they knew before taking on the reins at their respective posts. Each business luminary outlined the business challenges they faced going into the job. All were faced with significant challenges stemming from the business climate, the need to change their company’s existing portfolio of products or services, a shifting global marketplace that drove the need to change asset allocation or how their company was structured, or the state in which their predecessor had left the business.

Among the participating CEOs were William R. Johnson, Chairman, President & CEO, H.J. Heinz Company; Indra K. Nooyi, Chairman & CEO, PepsiCo, Inc.; James W. Owens, Chairman & CEO, Caterpillar, Inc. (retired 2010); Randall L. Stephenson, Chairman, CEO, & President, AT&T Inc., among other high profile current and retired CEOs.

The book which was first published in 2010 is based on a study commissioned by William R. Johnson of H.J. Heinz Company. Mr. Johnson found one of his most important tasks as CEO was to develop future leaders, including upcoming CEOs. He felt that focus was important to



all CEOs, as they must prepare for their own succession. As he prepared for his own succession, he found helpful books and articles, but none that provided what he really desired: *the unvarnished perspective of sitting CEOs*. That is why, in 2007 and 2008, he sponsored a “CEO Study” to discover what CEOs *wished they knew* before assuming the top job.

The original Study was distributed exclusively to the 27 participating CEOs. The research was conducted by Drs. Leslie W. Braksick, Ph.D. and James S. Hillgren, Ph.D. of CLG. In 2010, due to the desire by many of the participating CEOs to share the Study findings more broadly, the softcover version of the book was made available.

Direct from CEOs own personal views, the book details the six personal attributes that were instrumental to their own success: integrity, courage, intellectual curiosity and continuous learning, resilience, self-awareness and humility, dispassionate compassion. The book expands on each quality.

Several thousand copies of the printed book are now in the hands of leaders, who are learning from the experiences shared by top CEOs interviewed for the study. Making available ***Preparing CEOs for Success: What I Wish I Knew*** in eBook format is an important step in allowing greater access to the wealth of information available in the book.

### **About The Continuous Learning Group, Inc. (CLG):**

CLG, headquartered in Pittsburgh, Pennsylvania with a production office in Morgantown, West Virginia, is a leader in behavior-based strategy execution, performance improvement, and leader-led change consulting. CLG helps Fortune 500 companies to better understand how to execute their business strategies and processes with a higher level of employee engagement and greater performance by helping them to pinpoint and effectively manage the critical few High-Impact Behaviors<sup>SM</sup> that have the greatest effect on their business success. CLG’s unique application of the principles of Applied Behavioral Science enables the companies they work with to achieve lasting results consistently, with speed, precision and control. Visit [www.clg.com](http://www.clg.com) to learn more.

###



# PRESS RELEASE

500 Cherrington Parkway, Suite 350 • Pittsburgh, PA 15108 • 412-269-7240 • 412-269-7247 Fax