



# news release

p: 703.683.9586 f: 703.548.2383  
press@astd.org www.astd.org

ASTD media contacts: Kristen Fyfe  
703.683.8192  
kfyfe@astd.org

Jennifer Homer  
703.683.8123  
jhomer@astd.org

## ***Leaders as Teachers: Highly Anticipated Book Shows How to Promote Change and Drive Positive Business Results***

**(Alexandria, VA)** May 5, 2009 – In today’s economy, business leaders are looking for every advantage to ensure their organizations will survive the current challenges and thrive in the recovery. What many don’t realize is the key to that advantage may be looking back at them in the mirror or just a few steps down the hall.

The American Society for Training & Development (ASTD) announces the pre-release of *Leaders as Teachers: Unlock the Teaching Potential of Your Company’s Best and Brightest* by Edward Betof. Acclaimed by executives from corporations like General Mills and MasterCard Worldwide, *Leaders as Teachers* presents the real-life case study of the successful leaders-as-teachers program developed by Becton, Dickinson and Company. It serves as a practical implementation guide for any organization seeking to make the most of its talented leaders and build a powerful foundation for future success.

“I wrote this book primarily because I’ve seen what great things can happen when leaders teach, coach, and serve as mentors,” says author Ed Betof. Betof knows first-hand there is also tremendous interest in the leaders-as-teachers process because it:

- Helps to drive business results
- Stimulates the learning and development of leaders and associates
- Improves the leadership skills of those who teach
- Improves the organizational culture and communications
- Promotes positive business and organizational change
- Reduces cost by leveraging top talent

“At its core, *Leaders as Teachers* is a strategic and practical guide designed to help business and learning/talent management executives develop their own leadership capabilities and to drive positive organization-wide change,” Betof adds.

*Leaders as Teachers* is available now on the ASTD Press online store ([www.store.astd.org](http://www.store.astd.org)). It will be available in book stores and on Amazon.com on June 1, 2009. *Leaders as Teachers* is co-published by Berrett-Koehler Publishers.

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### About ASTD

ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and performance professionals. ASTD's members come from more than 100 countries and connect locally in more than 130 U.S. chapters and with more than 30 international partners. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

ASTD started in 1943. In recent years, ASTD has widened the profession's focus to link learning and performance to individual and organizational results, and is a sought-after voice on critical public policy issues. For more information, visit [www.astd.org](http://www.astd.org).

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