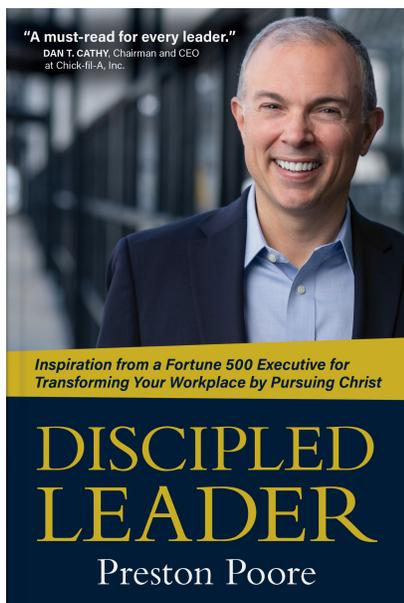




What if the Best Work Comes from the Soul? *Disciplined Leader* by Preston Poore Anticipated New Release from Fortune 500 Executive

“In our world, we like to ‘get things done’ but seldom take time to mold the leaders of tomorrow. Preston Poore’s new book combines spiritual insight with the nuts and bolts of solid leadership. In *Disciplined Leader*, Preston offers readers practical guidance on how to apply timeless Christian principles to leadership. It’s a must-read for every leader.”

-Dan T. Cathy, chairman and CEO of Chick-fil-A, Inc.



GRAND RAPIDS, Mich.— In his new book *Disciplined Leader: Inspiration from a Fortune 500 Executive for Transforming Your Workplace by Pursuing Christ*, Preston Poore goes beyond corporate leadership and makes it more personal – joining life and faith. Even with his decades in corporate America, and the abundance of information he knew about leadership, something was missing. Poore set out to pursue a more disciplined spiritual life, and on that journey saw how his faith could impact his own leadership to countless employees. For any Christian leader who has wrestled with crossing the line of discipleship and leadership, *Disciplined Leader* is a life-changing resource. It was in the day-to-day practice of being a disciple that Poore found where his faith and leadership intersected. *Disciplined Leader* is a fascinating and practical resource impacting leaders at all levels of the corporate ladder and helping them see that leadership doesn’t begin behind a desk, but begins in the soul.

“So why does it seem like there is a dearth of disciples in today’s secular marketplace? Why does it sometimes feel as if you’re the only Christian at your workplace? How are you supposed to bring the world-opposing tenets of the Christian faith to bear on your everyday professional decisions? Honestly—and it took me a long time to figure this out—it is not about changing your leadership style. While learning how to be a better leader is necessary, and many excellent books have been written to that end, changing your style will not change who you are. Who you are must change before what you do changes. Becoming who you are meant to be as a Christian leader does not begin with focusing on leadership. Your calling toward better leadership is a calling toward deeper discipleship,” says Poore.

Leaders will be fascinated by Poore’s journey, as he uses personal stories, biblical principles, and hands-on workplace guidance, to show leaders how to bring faith into the world of work. Poore boldly encourages and challenges leaders to not only pay attention to their daily discipleship, but to disciple Christians with leadership potential. Poore has filled the book with an extensive amount of helps, including questions at the end of each chapter that can be used individually, or even in a small group. He has also included a helpful FACILITATOR OBJECTIVES GUIDE that can be used one-on-one, or with any size audience to help facilitate conversation. Whether someone is just starting their corporate climb, or are many years down the road, they will be pressed to find a more complete faith-in-work resource as *Disciplined Leader*. Leaders will value Poore’s straight forward, authentic approach, and learn much about themselves, the work they do, and the people they impact along the way.

Corporate business leader **Preston Poore** has more than two decades of upper-level management experience, most of which has been at The Coca-Cola Company as director of franchise leadership. Prior to that, he worked for The Hershey Company, Dale Carnegie Training, Ralston Purina, and AmSouth Bank. In addition, Preston is a minority shareholder and small-business owner of Numerica Corporation, an air, missile, and space defense company based in Fort Collins, Colorado. He serves on the board of directors and as corporate secretary. Preston is also a certified John Maxwell Team coach, speaker, and trainer. He served on a Young Life committee, was an elder and member of Fellowship Church in Knoxville, Tennessee, was a facilitator for Christian Leadership Concepts, and serves at Passion City Church in Atlanta, Georgia. Preston holds an MBA from Samford University and a BS in management from Colorado State University. His corporate work has been recognized through many awards such as becoming the Dale Carnegie Sales Talk Champion, a two-time winner of The Hershey Company's President's Cup, a coveted national sales award, and The Coca-Cola Company's Woodruff Cup, a global top performance award. Preston is a member of Sigma Chi Fraternity and the Sons of the American Revolution. His wealth of hard-won experience and training in both personal and professional development inspired Preston to transfer his business leadership acumen to the Christian community. Through the *Disciplined Leader* book, blog, and podcast, he seeks to increase the discipleship and leadership skills of Christians across the country. Find out more at www.PrestonPoore.com.

Endorsements

"You have the potential to be a difference-maker in today's chaotic, leadership-starved world. But to see positive change in others, you must first allow yourself to be changed. In *Disciplined Leader*, Preston Poore connects a Christian leader's need for personal discipleship to their leadership calling. This inspiring and practical book, written by a man who's been in the trenches of both life and leadership, will guide you toward better leadership by way of better discipleship."

-Chris Robinson, Executive Vice President of the John Maxwell Team

"Preston's years of wisdom of integrating and living out his faith in the workplace are displayed in *Disciplined Leader*. Leaders will be challenged and encouraged to bring their whole selves to the workplace as they learn from the practical experiences Preston shares."

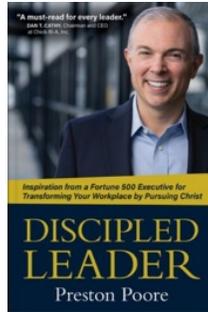
-David M. Katz, president and COO, Coca-Cola Bottling Company Consolidated

"Experience is the most powerful teacher and today's Christian leaders must quickly grow from all experiences - both good and bad. Through inspiring stories and wisdom, the *Disciplined Leader* gives guidance to Christians who can learn from Preston's life and career challenges. Odds are you will find council for your own situation in the *Disciplined Leader*."

- Dean Crowe, Founder and CEO, Rally Foundation for Childhood Cancer Research

Disciplined Leader
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Transforming Your Workplace by Pursuing Christ*
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Suggested Media Questions

Disciplined Leader by Preston Poore

- Your new book *Disciplined Leader* begins with your work as a successful executive in corporate America, but then it becomes more personal. Tell us about why you had to write this book.
- Not many busy executives look at their faith life as part of their problem in the workplace. Yet you did. Do you think many executives are afraid to look at their own hearts regarding work?
- In the book you say that you never want to lose sight of your first calling, as a disciple of Christ. But in the day-to-day business world do you find that difficult?
- What is the key to not good, but great decision making, and where does being a disciplined leader come into this?
- You have filled *Disciplined Leader* with so much helpful information, step-by-step lists, and questions. Why were they important for you to include?
- *Disciplined Leader* is a personal book, it talks about your successful corporate life, but also instances in life that have changed and impacted you. How difficult was it to put yourself out there in such a personal way?
- Throughout the book you mention writing in your journal. How important has the discipline of journaling been in your career?
- Service is something that seems to be missing from corporate leadership, yet it is so important. Talk about why you think service is a missing component.
- Do you ever think where your career would be now if you hadn't surrendered your entire life, and work to Christ?
- Throughout *Disciplined Leader* you write about so many amazing experiences, you even danced with a Rockette, why was that an important lesson to you about not sitting on the sidelines?
- What surprised you most in the process of writing this book?
- When readers get to the end of *Disciplined Leader*, what do you want them to take away from it?
- Do you have a favorite part/chapter of the book that you would like to share?
- With all that has happened in the last year, many leaders are discouraged. What can you say to them right now to encourage them?