

February 25, 2016



The Left Brain Got Presidential Candidates into the Race; The Right Brain Will Take Them to the White House

-New Book by Korn Ferry CEO Highlights the Executive Leadership Traits that Stand Up in the 2016 Political Race-

LOS ANGELES--(BUSINESS WIRE)-- A new book by Korn Ferry (NYSE: KFY) CEO Gary Burnison highlights the executive-level leadership traits that are the critical difference between keeping U.S. political candidates on the road to the White House – or packing up their campaigns.

Is it the authenticity of Donald Trump or the purpose of Bernie Sanders that created a movement to forge a connection with voters? What attributes do Ben Carson, Hillary Clinton, Ted Cruz, Marco Rubio and John Kasich share with America's top CEOs?

Available in advance of "Super Tuesday," [*The Leadership Journey: How to Master the Four Critical Areas of Being a Great Leader*](#) (Wiley, 2016), explains that while good leaders excel at the left-brain analytical and decision-making side of leadership, great leaders are distinguished by their right-brain leadership skills—especially the ability to connect emotionally with people.

"Whether you're one of the seven remaining candidates looking to be the leader of the free world, or you're a professional seeking out a spot in the executive C-suite, there are common traits that separate good leaders from great leaders," said Burnison. "While the left brain is what gets people hired and also qualifies candidates for the race to the White House, the right brain is what helps them advance. The real issues for all leaders are: Are you authentic and able to connect with people? Are you self aware and do you show humility? Can you convey a message?"

Drawing from Burnison's real-world experience and conversations with some of the world's most celebrated leaders, *The Leadership Journey* cuts through the noise and distills the essence of leadership. Its wisdom is grounded in Korn Ferry's more than four decades of helping thousands of companies globally find and develop the right leaders.

The Leadership Journey helps readers tap four essential right brain leadership skills:

[**Look in the Mirror**](#) — Starting with the ability to know and lead yourself.

[**Embody Purpose**](#) — Embracing and embodying the purpose that is the True North of the leadership journey.

[**Don't Walk Alone**](#) — Understanding that leadership is all about other people; without

followership there is no leadership.

Navigate Beyond the Horizon — Anticipating what is around the next bend—and navigating in the moment to course correct in real time.

Noted leadership expert and co-author of *The One Minute Manager*, Ken Blanchard, author of the afterword, said of the book: “Gary and I share so many leadership concepts and values. Self-leadership comes first. That’s why I was excited that Gary started off his journey with *Look in the Mirror*—because effective leadership starts from the inside.”

“To be the leader, you must walk with others,” Burnison concludes. “Think shepherd: sometimes walking in front, sometimes behind, and sometimes beside—but always journeying together.”

About Korn Ferry

Korn Ferry is the preeminent global people and organizational advisory firm. We help leaders, organizations, and societies succeed by releasing the full power and potential of people. Our nearly 7,000 colleagues deliver services through our Executive Search, Hay Group and Futurestep divisions. Visit kornferry.com for more information.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20160225005334/en/>

for Korn Ferry

Evan Stisser, 212-221-4616

evan@blissintegrated.com

Source: Korn Ferry