

PEOPLE ARE THE HEARTBEAT OF BUSINESS!

The heart is the life force within each of us. It's the organ that keeps you alive with every contraction and pulse. Leaders are the life force of every team. Just as the heart pulses our nutrient-rich blood to each organ in the body, leaders push out encouragement, direction, correction, energy, growth, and influence to the team.

And just like the automatic beat of the heart, leaders can make these pulses of leadership second-nature if they learn to recognize and choose them.

Now more than ever, how leaders handle each pulse can empower or weaken leadership, engage or disengage teams, and positively or negatively impact an entire organization.

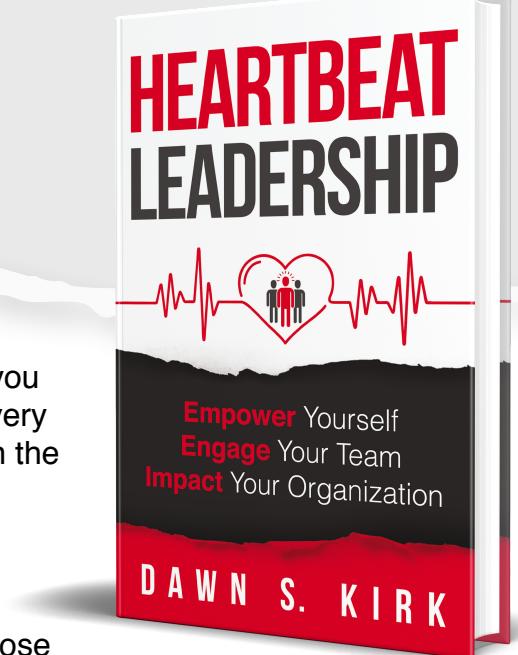
DAWN S. KIRK SHARES HER PROVEN SIX PULSES OF HEARTBEAT LEADERSHIP TO EMPOWER LEADERS:

-  **PRIORITIES: THE PURPOSE OF LEADERSHIP.** Your priorities give you the gift of clarity and position your team to win. If priorities aren't crystal clear, you may find your ladder leaning against the wrong building and all you do will be in vain.
-  **PREPARATION: THE ENERGY OF LEADERSHIP.** Preparation is critical if you want to close the gap between where you are now and where you want or need to be. Only then can you start to move.
-  **PEOPLE: THE POWER OF LEADERSHIP.** People are your competitive advantage. Ensure you have the right people in the right seats, and commit to investing in them to achieve shared results.
-  **PROCESSES: THE DRIVERS OF LEADERSHIP.** Processes are the drivers that simplify leadership. When put into place early, they enable you to measure success and mark consistent wins.
-  **PERFORMANCE: THE METRICS OF LEADERSHIP.** Without measurable targets, it's impossible to know if you are succeeding. Performance metrics give you a system to measure, adjust, and repeat with laser-like focus.
-  **PROMOTION: THE GROWTH OF LEADERSHIP.** Promotion is the catalyst that helps your leadership grow. It is a delicate balance of humility and pride that shares your individual and your team's success with the organization.



WHEN LEADERS EMBRACE THE SIX PULSES AND PUT THEM TO WORK, THE RESULTS ARE NOTHING SHORT OF AMAZING.

FOR MORE INFORMATION,
PLEASE VISIT HEARTBEATLEADERSHIPBOOK.COM



CONTACT: 678-353-3286
DAWN@HEARTBEATLEADERSHIPBOOK.COM

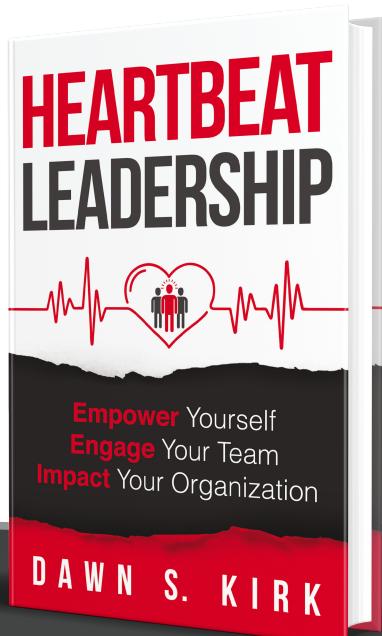
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SAMPLE INTERVIEW QUESTIONS: HEARTBEAT LEADERSHIP

BY DAWN S. KIRK



- ❤ How would you describe the message behind your book **Heartbeat Leadership**?
- ❤ What inspired you to share your unique take on *people-first* leadership?
- ❤ What is **Heartbeat Leadership** and why is it important for leaders?
- ❤ Tell us a little bit about each of the six **Pulses of Heartbeat Leadership**: priorities, preparation, people, processes, performance, and promotion.
- ❤ Which of the six pulses do you think is most often *neglected* and has the most dire consequences?
- ❤ Can you share a story of how this approach was effective for you in the real world during your **decades of corporate leadership**?
- ❤ Can you share a story of how this *people-first* approach helped someone you coached?
- ❤ What prompted you to leave the corporate world?
- ❤ What is a quick win from **Heartbeat Leadership** that would help people see results?
- ❤ How do you hope **Heartbeat Leadership** will change readers' minds/hearts/lives?



- ❤ Who will this book appeal to? *Who would you recommend it for?*
- ❤ Does the current state of affairs in a **post-COVID** world with more people working virtually change anything about your Heartbeat Leadership approach?
- ❤ What do you see as the *greatest barriers* to someone reading this book and putting it to work?

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A SAMPLE OF **HEARTBEAT LEADERSHIP**

BY DAWN S. KIRK



BUSINESS BIOLOGY 101

I've seen it proved time and time again; every organization is a living body, driven by an "organ" just as critical to life as your heart. It, too, has a pulse—a heartbeat—that pumps energy throughout the organization and positions it to achieve results.

Unlike your involuntary *thump-thump, thump-thump*, an organization's heartbeat is a little more complex. It requires intentional care. It won't run on fumes forever. It will even walk right out of the office if it's taken for granted. It requires leadership that gets it, that understands the business biology of an organization.

What is the heartbeat of every organization? *People*.

Sadly, most organizations have a heart problem, *and they don't even know it*. They're like the great-uncle who gorges on unhealthy food, never exercises, and then suddenly feels a horrible chest pain. At that point, panic sets in, stress skyrockets, and everyone runs around yelling, "How did *this* happen?!"

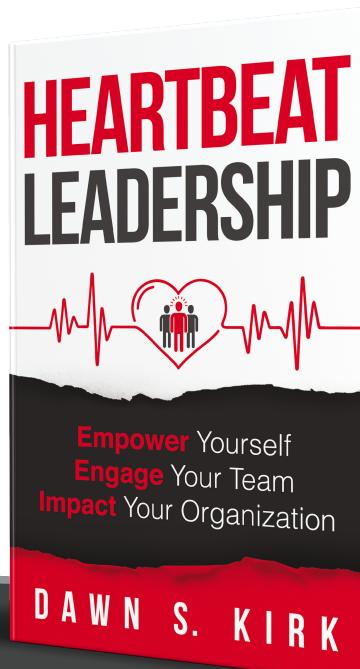
Sound familiar? As a leader in large corporations for over twenty-five years, I have felt these pains all too well and seen so many people exasperated by them. As one of the few African-American women accepted into the Manager Training Program at Frito-Lay Inc., I was determined to smash through the glass ceiling and grab my corner office in the sky. To say I was driven to succeed would be an understatement. What I discovered is that the glass can feel a lot more like cold, impenetrable steel, especially when companies focus more on hard numbers and neglect the beating hearts that makes it possible to achieve results.

Numbers may be easier to see, but failing to put *people first* actually cripples any organization's ability to get stellar results consistently. Not that companies don't talk the right game when it comes to people.

However, let's face it—it's easy to say you are people-first, but it's much harder to put into practice. Stats and quarterly reports are easier to read than a frustrated middle manager—and numbers don't get their feelings hurt. On the one hand, it's understandable. After all, businesses exist to make money. No money, no business. But it's also fair to say *no people, no business*. Across industries, locations, job titles, or outcomes, one thing remains true: people are the heartbeat of business.

Nothing gets done without people. In fact, I'll take it a step further and make this claim:

ANY COMPLEX PROBLEM CAN BE SOLVED THROUGH PEOPLE.



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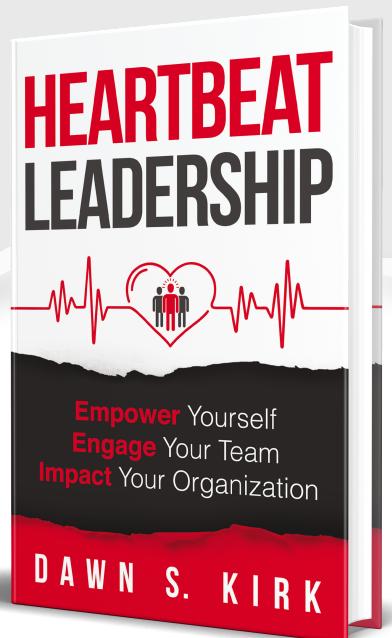
DAWN S. KIRK: AUTHOR INFORMATION

BestU4Life founder Dawn S. Kirk has coached, trained, and developed over 10,000 associates in Fortune 100 companies using her Heartbeat Leadership method for over 26 years. She has held senior executive positions with Frito-Lay, Inc. and Coca-Cola for 16 of those years. Dawn created BestU4Life to help corporate executives and their organizations take a People-First approach. Visit HeartbeatLeadershipbook.com for leadership help.

Dawn created BestU4Life to help corporate executives and their organizations take a People-First approach to unleash untapped potential and translate strategy into best-in-class execution. Dawn believes that people are the heartbeat of every business, and no matter what the problem is, it can be solved through people.

Dawn lives with her husband of twenty-six years, Tony Kirk, and their two teenage sons, Kendall and Kristopher, near Atlanta, Georgia. She is actively involved in her church and contributes as a member of the church board.

Visit HeartbeatLeadershipBook.com for leadership resources and help to ensure your leadership heart is healthy.



HEARTBEAT LEADERSHIP

EMPOWER YOURSELF, ENGAGE YOUR TEAM, IMPACT YOUR ORGANIZATION

BY DAWN S. KIRK



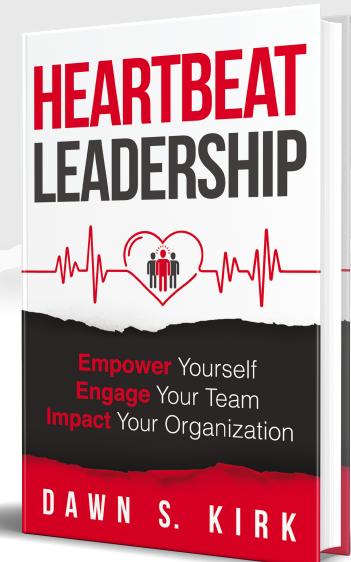
BOOK SYNOPSIS

Thump-thump. How healthy is your leadership?
Thump-thump. How engaged is your team?
Thump-thump. Is your organization thriving?
Thump-thump. Not sure? Maybe it's time for a heart check-up.

Dawn S. Kirk reveals her unique, people-first approach that has helped countless leaders build real-world influence and impact. No matter the problem, it can be solved through people. Let the six Pulses of *Heartbeat Leadership* position you to empower yourself, engage your team, and impact your organization:

- Priorities:** The Purpose of Leadership
- Preparation:** The Energy of Leadership
- People:** The Power of Leadership
- Processes:** The Drivers of Leadership
- Performance:** The Metrics of Leadership
- Promotion:** The Growth of Leadership

When leaders embrace the Six Pulses and put them to work, the results are nothing short of amazing!



WHAT PEOPLE ARE SAYING

"Dawn's book provides 6 key elements that determine whether you'll either need CPR or an undertaker."

—Jeffrey Hayzlett, *Primetime TV & Podcast Host, Speaker, Author*

HEARTBEAT LEADERSHIP

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Workplace Culture/Workplace



ABOUT THE AUTHOR:

BestU4Life founder Dawn S. Kirk has coached, trained, and developed over 10,000 associates in Fortune 100 companies using her Heartbeat Leadership method for over 26 years. She has held senior executive positions with Frito-Lay, Inc. and Coca-Cola for 16 of those years. Dawn created BestU4Life to help corporate executives and their organizations take a People-First approach. Visit HeartbeatLeadershipBook.com.