



Dear AMANDA,

I am excited to share with you an insightful and transformative book by Rev. Don Broadwell, "A Handbook for Collaborative Leaders: Millennials Assess the Workplace of Today." As we navigate the complexities of today's workplace, Don's book serves as a vital resource for leaders seeking to enhance their problem-solving and collaboration skills.

**Strengths of the Book:** Don Broadwell's extensive experience as a tutor for over 30 years shines through in this comprehensive guide. He presents leadership as intrinsically tied to problem-solving, offering practical methodologies for collaboration. One of the book's standout features is its emphasis on learning through facilitation. The initial section advises using a third-party facilitator to help navigate early collaborative efforts, building a strong foundation for more challenging situations where stakeholders and facilitators must work closely together.

The book also introduces a revolutionary twin-poled leader model, challenging the long-standing Situational Leadership model by Paul Hersey and Ken Blanchard. Unlike Hersey and Blanchard's approach, which focuses on internal measures such as knowledge and trust, Broadwell's model emphasizes external factors confronting workers. This innovative perspective is complemented by case studies from his former students, providing real-world examples of the concepts in action.

Readers will find an enriching sense of community as supervisors and rank-and-file employees bond over shared goals. The book's flexible approach allows workshop participants to design their unique leadership templates from a menu of over 24 intervention styles, ensuring that each leader can tailor their approach to fit specific situations.

## **The Book's Secret Message**

At its core, "A Handbook for Collaborative Leaders" conveys a profound secret message: true leadership is about fostering a collaborative environment where problem-solving is a shared responsibility. By shifting the focus from internal dynamics to external challenges, Broadwell encourages leaders to engage more deeply with their teams and the problems they face together. This collaborative spirit transforms leadership into a developmental journey, where each new challenge is an opportunity for growth and learning.

## **Why the Book Didn't Prosper with iUniverse**

Despite its many strengths, Don's book did not initially prosper with iUniverse. Several factors may have contributed to this. The niche focus on collaborative leadership and the detailed, academic nature of the content might have limited its immediate appeal to a broader audience. Additionally, the marketing and distribution efforts may not have fully leveraged the book's unique insights and practical applications.

## **What Gives It an Edge in 2024**

However, 2024 presents a new opportunity for Rev. Don Broadwell's work. The current emphasis on collaboration, inclusivity, and external problem-solving in leadership aligns perfectly with the themes of his book. As organizations increasingly recognize the value of these skills, Don's book is poised to become an essential guide for modern leaders. With renewed marketing efforts, targeted outreach, and a focus on the book's unique methodologies, "A Handbook for Collaborative Leaders" is set to make a significant impact in the leadership training landscape.

Don't miss out on this chance to enhance your leadership skills and transform your approach to problem-solving. Dive into Rev. Don Broadwell's "A Handbook for Collaborative Leaders: Millennials Assess the Workplace of Today" and discover the secrets to effective, collaborative leadership.

Warmest regards,

