

**FOR IMMEDIATE RELEASE**

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## **Leading by Design: Succeed to Lead Launches Newsletter, Consulting Initiative**

NORTHERN VIRGINIA— Dr. Byron L. Cherry, author of *Are We Safer Now? Airline Security in a Post 9/11 Society*, announces the formation of a consortium of leaders and training professionals dedicated to helping professionals and organizations elevate leadership skills, both personally and professionally.

The company, Succeed to Lead, will work with business professionals and organizations committed to transforming current behaviors into effective leadership attributes. Cherry, CEO of the organization, earned his PhD at Regent University's School of Leadership Studies. Joining Cherry in the consortium is an array of leadership experts, professional speakers, leaders, and executive coaches. Nearly half of the experts are retired military personnel who have been involved in leadership and strategic planning at the highest echelons of military service.

Succeed to Lead's mission is to help experienced organizations and professionals rise to the next level of success by developing self-awareness, leadership knowledge and skills, decision-making strategies, and practical approaches to today's business and life issues.

"Today's leaders must be intuitive, insightful, flexible, and responsive to the needs of the client and the employee," said Cherry. "Business schools are turning out very bright individuals, but leadership requires more than intellect. Our experts have worked in multinational corporations, Fortune 100 companies, higher education, and the federal government. We know how to help people tap their inner leader and bring that leader out to encourage, influence, and develop others," he continued.

The leadership experts joining Succeed to Lead are: Joseph Boutte, Patricia Bradley, Dr. Barry Brown, Dr. Sandra Bryant, Dr. Douglas Crawford, Dr. Myra Dingman, Dr. Connie Ingram, Bruce Lee, CEO of Encore Seven, Canada; Dr. Boris Osmań Martínez Vásquez, Mexico; Dr. Almarie Munley, Dr. Janice Spangenburg, Mark Erwin, APR, and other training and leadership professionals.

Succeed to Lead offers multiple services to the professional wanting to develop stronger personal leadership skills as well as to organizations wanting to elevate leadership as part of its culture. The consortium's service includes keynotes, seminars, executive coaching, strategic objective planning, and much more.

Additionally, Succeed to Lead is publishing a bi-monthly newsletter with tips, articles, and additional resources provided by its experts. To subscribe, visit <http://www.byroncherry.com/experts.html> and enter an email address in the subscription area. More resources and services will be provided in the coming months.

Want to expand current leadership skills? Interested in knowing how employees can own their jobs, increase their efficiency, and better serve customers? Contact Succeed to Lead at (210) 323-9961, or [www.SucceedtoLead.com](http://www.SucceedtoLead.com).

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