
GENERAL JAMES ANDERSON AND DAVE ANDERSON



Dave Anderson graduated from West Point and served as a field artillery forward observer during Operation Desert Storm, earning a Bronze Star. He then joined a Fortune 50 company and spent twenty years in various sales and leadership positions. He now owns Anderson Leadership Solutions, working as a leadership consultant and public speaker. He also hosts a syndicated talk radio show, IMPACT Talk Radio, and has created over 400 articles on leadership on his blog. He lives in Tyler, Texas.



General James L. Anderson, PhD. Graduated from West Point and served in the United States Army for forty-one years. He has been an Army Ranger School instructor and is a veteran of two tours in Vietnam, earning a Silver Star, two Bronze Stars, and a Purple Heart. He is the successful author of *The West Point Fitness and Diet Book*, as well as *The Competitive Edge*. He currently resides in Chapel Hill, North Carolina.

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BOOKS

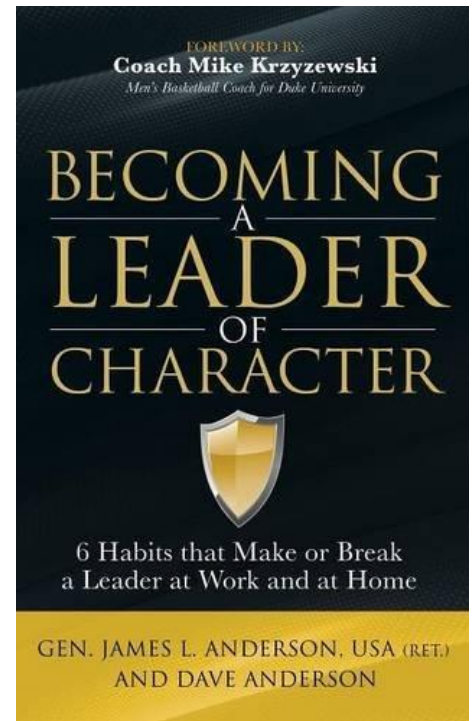


Becoming a Leader of Character: Six Habits that Make or Break a Leader at Work and at Home

Morgan James's new release, *Becoming a Leader of Character: 6 Habits That Make or Break a Leader at Work and at Home* by General James and Dave Anderson, approaches the often vague issue of character in a uniquely, straightforward, and practical manner.

Leadership failures in politics, in business, or in the home rarely arise from a lack of competency, but from a lack of character. *Becoming a Leader of Character* focuses on that area where most failures occur but that few people are working to address. Instead of just telling the reader that character is important, *Becoming a Leader of Character* takes the next step and specifically layouts *how* the reader can develop that character using West Point's model. Character is developed like a muscle, through daily exercise and consistently pushing beyond what is comfortable. *Becoming a Leader of Character* is a workout plan designed to strengthen the six *Habits of Character* and includes achievable daily exercises at the end of each chapter.

Readers can also take a character assessment to determine the *Habits of Character* they need to strengthen, in order to focus more on those specific chapters. Perfect for individuals who want to experience personal growth and help grow other leaders, *Becoming a Leader of Character* is designed so people not only read it, but use it as well. As the Anderson's say, "You have to DO what you want to BE."



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REVIEWS



"I do not know of another father-and-son team better suited to provide us with the why, what, and how of becoming a *Leader of Character* than Jim Anderson and his son Dave."

-Coach Mike Krzyzewski – Duke Men's Basketball

Adapted from Foreword

"The world is in desperate need of a different leadership role model -and *Becoming a Leader of Character* is a powerful guide for leaders who strive toward that goal."

-Ken Blanchard, coauthor of *The New One Minute Manager* and *Leading at a Higher Level*

"General Jim Anderson and his son, Dave, have written the definitive book on leadership."

-Lieutenant General Buster Hagenback, USA Retired, former Superintendent, United States Military Academy at West Point

"This magnificent book is a superb blend of behavioral science, philosophy and common sense."

-Lieutenant General John Moellering, USA Retired, Chairman Emeritus, USAA

INTERVIEW TOPICS



1. The failures in character that make the news in business, politics and sports dominate the headlines. We will continue to see a crisis in leadership until we put adequate focus on developing the character of our current and future leaders. That is our mission.
2. Being veterans of two very different wars and 20 years spent in the corporate environment we have watched and learned about the real holes in the leader development efforts in our culture.

3. The management training that dominates most leader development efforts is not having the effect it is intended to have. We are treating a pneumonia patient with cough syrup. We are treating the symptoms of the disease and not the disease itself. The symptoms may be trust issues, micromanaging, disengaged employees and dysfunctional teams, but the disease can be traced back to a character issue with the leadership.
4. Two generations of graduates from America's leadership university, West Point. The lessons in leadership that West Point teaches applies to building Leaders of Character in the military, but are also the foundation for building *Leaders of Character* in the business sector and in the home as well.

SAMPLE QUESTIONS

1. What is different about this book versus other leadership books?
2. Why do you believe leaders need to have character to lead well?
3. Do your audiences buy in to this focus on character when you speak?
4. Who is someone we are familiar with whom had the competence to lead but lacked the character?
5. You define character as your "habitual way of operating." Why?
6. Is habits and character a new theory?
7. If character failures are the cause of most leadership failures, what is the cause of most character failures?
8. Why do you use the analogy "your character is like a muscle"?
9. What are the six habits you believe are essential for a Leader of Character to develop?
10. Not a lot of people would start the list with Courage and Humility. Why didn't you start with something like Integrity?
11. So how do we develop these habits of character?
12. What if I have been a liar or a selfish person my entire life?
13. Why do you believe positivity is an issue of character?
14. Why do you make such a big deal about humility? It does not seem to be discussed much in a lot of circles.
15. The subtitle is: "Six Habits that Make or Break a Leader at Work and at Home." How can this book help someone who is trying to lead a family?

SAMPLE SOCIAL MEDIA PROMOTIONS



Learn how to become a better leader with @daveanderson88 #BecomingaLeaderofCharacter

Interested in growing as a leader of integrity? Join @daveanderson88 with #BecomingALeaderofCharacter

A new project from @daveanderson88 combines effective leadership strategies with the qualities needed to develop character #BecomingaLeaderofCharacter

Let @daveanderson88 show you a new way to lead with #BecomingaLeaderofCharacter

In @daveanderson88 's new book, character is key #BecomingaLeaderofCharacter

PUBLIC SPEAKING



Both Dave and General James Anderson are available for speaking events. Dave speaks to large audiences in keynote addresses up to 90 minutes long, while he also leads small group training focused on leadership topics that can run for a half-day or a full day. General James Anderson speaks to both large and small groups for no more than 90 minutes, with his main topic being *Becoming a Leader of Character*. Audiences have included companies, associations, and universities, with people at the C-suite level all the way to those leading on the front lines.

Speaking engagements can be scheduled for Dave and James at

<http://andersonleadershipsolutions.com>

or Email: info@alslead.com