

LATEST NEWS / 2012



The Frances Hesselbein
LEADERSHIP INSTITUTE



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FOR IMMEDIATE RELEASE

Frances Hesselbein Institute Announces 2012 Global Webinar Series: Free Online Interactive Learning Opportunities Explore Daily Challenges and Opportunities Facing Leaders

NEW YORK, N.Y. — APRIL 11, 2012 — Collaboration between [The Frances Hesselbein Leadership Institute](#), a 501(c)3 nonprofit institution that is strengthening and inspiring the leadership of the social sector and their partners in business and government, and the [Global Dialogue Center](#), a virtual gathering place for people throughout the world with a focus on leadership, professional and personal development, will offer three distinctive, free, global Webinar events: **June 5, October 18, and December 5, 2012**. Following the success of their widely attended 2011 Leadership by Example Series that attracted more than 2,000 participants from more than 50 states and 40 countries, the upcoming [BEING a Leader LIVE!](#) 60-minute online conversations with Presidential Medal of Freedom recipient Frances Hesselbein are focused on today's leadership challenges and opportunities.

"Our goal is to creatively weave a combination of opportunities that support and foster the passion to serve, the discipline to listen, the courage to question, and the experience of sharing knowledge while learning across cultures, leader positions, industries, and sectors," said Global Dialogue Center founder Debbe Kennedy.

The [2012 Webinar series](#) presents an online platform for innovators, change makers and visionaries—leaders at all levels—to engage in meaningful dialogue and idea exchange while bearing the fingerprints of a diverse, multicultural and inclusive community.

Corporate organizations that have participated in the series include Walmart, IBM, HP, and Boeing; public and social sector organizations including Department of Education and the American Red Cross; social entrepreneurs; small business owners; federal, state, and local government and military; and students and faculty representing universities including Johns Hopkins, Indiana University, Notre Dame, and The University of Manchester.

Jeanette Mitchell, Ed.D., Institute board member and program director for Cardinal Stritch University's Leadership Center, explains, "Being a part of a global session reveals an uncommon synergy where remarkably fresh, original insights regarding leadership today are shared. I am intellectually challenged and encouraged by the series."

Frances Hesselbein, president and CEO of the Hesselbein Institute, also announced that Institute director of communications, Theresa Berenato, who co-developed the global webinar series with Debbe Kennedy, has been promoted to vice president in addition to her role as director of communications, effective immediately. Most recently Berenato led the strategic rebranding initiative, effectively transitioning the Leader to Leader Institute to The Frances Hesselbein Leadership Institute.

Hesselbein said, "Theresa's expertise and creative oversight in this national rebranding of the Institute has resulted in a seamless transition for the organization and a renewed brand awareness for the

Institute which was founded in 1990. Theresa not only has a passionate interest and ability, but also embodies values that will sustain her efforts—notably high interest and high ability.”

Berenato joined the Institute as manager of communications in 2009. As vice president and director of communications, she will continue to oversee all communications and community relations activities, and remain responsible for internal and external communications. Additionally, she oversees the organization’s web presence and media relations, and directs all written and design operations for Institute programs and publications.

Berenato holds a Bachelor of Arts in communications from Loyola University and a Master of Fine Arts in communications design from Pratt Institute.

About The Frances Hesselbein Leadership Institute

The Frances Hesselbein Leadership Institute’s mission is: *to strengthen and inspire the leadership of the social sector and their partners in business and government.* www.HesselbeinInstitute.org



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FOR IMMEDIATE RELEASE

Frances Hesselbein Institute Offers Distinct Opportunities for Emerging Student Leaders: International Leadership Summit and Leader of Future Award Nominations *Call-to-Action for accomplished undergraduate and graduate students worldwide*

NEW YORK, N.Y. — APRIL 3, 2012 — [The Frances Hesselbein Leadership Institute](#), a 501(c)3 nonprofit institution that is strengthening and inspiring the leadership of the social sector and their partners in business and government, announces the annual opportunity for 50 key college student leaders worldwide to participate in a [four-day Leadership Summit](#), Saturday, July 21 - Tuesday, July 24, 2012, University of Pittsburgh, Pittsburgh, PA, where they will learn how to be effective, ethical, and innovative leaders. The Institute is also seeking nominations for the [NEXT Leader of the Future award](#) recipients, who will be invited to New York City to attend the award dinner and will be recognized for their community contributions. Nomination Deadline: July 1, 2012 [NOMINATE ONLINE](#).

"No one has done more to advance effective approaches to leadership than University of Pittsburgh alumnus Frances Hesselbein," says Pitt Chancellor Mark A. Nordenberg, noting that in 2009, the University of Pittsburgh launched the [Hesselbein Global Academy for Student Leadership and Civic Engagement](#) in conjunction with the Hesselbein Institute.

He explains that the Academy's mission is to inspire, develop, and prepare accomplished student leaders to meet the challenges of tomorrow. Each academy scholarship includes paid registration, room, board, and up to \$200 in travel assistance. [Application deadline](#): Monday, April 30, 2012. Through mentoring communities, international experts will share their insights and knowledge with students, training them so that they leave the academy with the skills and experiences necessary to excel in various leadership capacities.

"If I were a young person, I would be so excited about this opportunity because I would have the chance to engage with international leaders and be part of building a community," said Hesselbein, one of the most highly respected experts in the field of contemporary leadership development. "Instead of reading about great leaders, I'd be engaging with them."

2010 Academy alumna Iba Masoud, a Pakistan native who resides in Dubai, says she left the Academy equipped to address the critical issue of youth unemployment in the Middle East—the highest in the world—at 24 percent. Masoud co-founded the Middle East's first career portal for student internships and new graduate jobs, Gradberry.com.

Leader of the Future Award

The Hesselbein Institute also points to its annual [Leader of the Future Award Dinner](#), which honors values-based leaders of character who have the vision to see and the courage to shape the future. Since 2006, the award has been presented to a leader of integrity and character, a model for defining the future and serving the public good. This year, the Institute will honor three leaders, from the public, private and social sector. Additionally, the Institute will honor five "NEXT" Leaders of the Future—leaders under age 30—emerging social entrepreneurs who are creating positive change in their community.



The Frances Hesselbein LEADERSHIP INSTITUTE

“Recognizing emerging social entrepreneurs and inviting them to create cross-sector partnerships that may provide new and significant opportunities for learning and growth allows the Institute to serve and nurture the brightest, most vibrant young minds in the world,” said author & executive coach Marshall Goldsmith, who received the 2010 Leader of the Future Award.

The inaugural Leader of the Future award was presented to Alan Mulally, President and CEO of the Ford Motor Company in 2006. Recipients also include Andrea Jung, Chairman and Chief Executive Officer Avon Products, Inc., A.G. Lafley, Chairman and Chief Executive Officer, The Procter & Gamble Company, and The Honorable Eric K. Shinseki (U.S. Army, Retired, General) U.S. Secretary of Veterans Affairs.

About The Frances Hesselbein Leadership Institute

Established in 1990 as the Peter F. Drucker Foundation for Nonprofit Management, the Frances Hesselbein Leadership Institute furthers its mission *to strengthen and inspire the leadership of the social sector and their partners in business and government* by connecting the public, private and social sectors with curated resources and relationships to serve, evolve and lead together. www.HesselbeInstitute.org



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www.AxiomAwards.com
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FOR IMMEDIATE RELEASE

Frances Hesselbein Institute CEO Named Axiom Business Book Award Winner for 2012
Author Frances Hesselbein's "My Life in Leadership"
awarded Gold Medal for Best Business Memoir

NEW YORK, N.Y. — MARCH 28, 2012 — [The Frances Hesselbein Leadership Institute](http://www.franceshesselbein.com), a 501(c)3 nonprofit institution, is proud to announce that president and CEO Frances Hesselbein— one of the most highly respected experts in the field of contemporary leadership development—was honored in the fifth annual Axiom Business Book Awards, profiling the best business books published during the past year. Hesselbein won the gold medal in the Memoir/Biography category for her 2011 autobiography, [*My Life in Leadership: The Journey and Lessons Learned Along the Way*](#).

Alan Mulally, President and CEO, Ford Motor Company, on the book's publication said, "Thank you so much Frances, for your very special gift of a life dedicated to service and continuous improvement! You inspire us all to be better leaders."

According to author Jim Collins, "Frances teaches us that one of the greatest sources of energy is leadership done in the spirit of service."

"Leadership is needed more than ever in these challenging times and on this journey there could be no better guide than Frances Hesselbein," said Hesselbein Institute board member and founder of Teleos Leadership Institute, Annie McKee.

Hesselbein was awarded the Presidential Medal of Freedom, the United States of America's highest civilian honor, in 1998 by President Clinton. The award recognized her leadership as CEO of Girl Scouts of the U.S.A. from 1976–1990, as well as her role as the founding president of the Peter F. Drucker Foundation for Nonprofit Management, which is today The Frances Hesselbein Leadership Institute.

"This year more than ever, the Axiom Award winners represent knowledge that will help businesses survive and thrive, and also give young people advice and inspiration from the world's best business minds," said Jenkins Group founder Jerrold Jenkins, whose company presents the Awards.

Hesselbein is editor-in-chief of the award-winning quarterly journal *Leader to Leader*. She is the co-editor of 27 books in 30 languages and authored *Hesselbein on Leadership* and, in 2011, *My Life in Leadership*.

"There are very few visible leaders who live by example as Frances does," said Joan Snyder Kuhl, associate director for training and development at Forest Laboratories and the youngest member in the history of the Board of Governors for the Institute. "She shares the personal stories of her life and as CEO of the Girl Scouts which inspired the person she has become today. Her book will encourage emerging leaders to discover that leadership is a journey not a destination. Staying true to your roots and values will support your authentic leadership impact."

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COACHING FORTUNE

LEARNING FROM DRUCKER, AND THE SCOUTS TOO

NOVEMBER 21, 2011

Frances Hesselbein received a call to head Girl Scout Troop 17 in Johnstown, Pa., in her early twenties. Married, with an 8-year-old boy, she felt unequipped to manage a gaggle of 10-year-old girls. But she led the troop for eight years and eventually moved to the state level in York, Pa. There she implemented management guru Peter Drucker's philosophies—which she had stumbled upon while browsing Johnstown's Cambria Free Library. Her success caught the attention of the national Girl Scouts organization, and Hesselbein became its CEO. In her 13 years with the group, she led a turnaround and worked directly with Drucker, who recruited her to run his Leader to Leader Institute (then called the Peter F. Drucker Foundation for Nonprofit Management) in 1990. Hesselbein, 96, yes, 96 years old, has outlived her mentor but remains CEO of the institute, which will be renamed the Frances Hesselbein Leadership Institute in early 2012. The author of an autobiography published in February, *My Life in Leadership*, she shares her lessons with Colleen Leahey.

IF A DOOR OPENS, WALK THROUGH IT

In 1976 I was invited to interview for the CEO position of the Girl Scouts of the USA. In 64 years there had never been a CEO from a local council—they were always from the outside—so I was very sure it was not serious. The search committee asked, “If you were in this position, what would you do?” I described the total transformation of the largest organization for girls and women in the world. I might have been more discreet if I had thought they were really serious. A few days later they called and asked me to take the job. Because I had described the transformation and the changes before they ever offered me the job, there was no pushback.

HAVE A CLEAR MISSION

At the beginning, I revisited the Girl Scouts' mission, remembering Peter Drucker's five questions. We distilled it so that it was short, powerful, compelling: “To help each girl reach her own highest potential.” We did solid research on what the Girl Scout leaders really want and need. And we did a serious study in 1989, “The Beliefs and Moral Values of American Children.” It looked at what they actually value, rather than telling them what they should value. Because we included everyone, it became theirs, not ours. And it was an exuberant, exuberant time. Change became the climate.

BE INCLUSIVE

I never had any question about the direction we were going. We shared our mission and research with all levels of leaders from the very beginning—a concept I created using cups and saucers, called circular management. Everyone was on a team; there were no superiors or subordinates. There was respect for all people. The group helped create and test the idea—and it was theirs. We had richly diverse boards and staff, and reached out to all racial and ethnic groups. There was marvelous cohesion. We more than tripled racial and ethnic representation. It was the most beautiful experience.

ACCEPT ONLY THE BEST

I always had this philosophy that only the best is good enough for those who serve girls. We had a team of Harvard Business School professors, like Regina Herzlinger and Jim Heskett, who developed corporate management seminars, and John W. Gardner, one of the greatest leaders ever, trained our board. It was about the small things too, like our dowdy polyester uniforms. In 1978 I asked Halston, the No. 1 American designer, to design contemporary uniforms for 650,000 women, most of whom would never own a Halston. And he said, “I'll do it.” Six years later, times changed, and Bill Blass was the greatest designer in our country. So I went to him with my story, and he, too, agreed. Both designs were beautiful and functional. We manufactured them ourselves, so they were minimally priced. That did a great deal for staff morale.

BE ON TIME

I had read everything Peter Drucker ever wrote. In 1970, on my first day as CEO of the Talus Rock, Pa., Girl Scout council, I showed up with six copies of Drucker's *The Effective Executive* under my arm—one for each staff member. In 1981, as CEO, I went to the University Club in New York City to hear Peter speak, knowing I would never get to talk to him in that mob. Growing up in Johnstown, Pa., 5:30 means 5:30. I was alone with two bartenders, and I turned around and there was a man standing behind me. And he said, “I am Peter Drucker.” And I was just stunned—I forgot my manners. Instead of saying, “How do you do?” I said, “Do you realize how important you are to the Girl Scouts? If you go to any one of our 335 Girl Scout councils around this country, you will see all of your books—you will see your philosophy alive.” And he said, “Tell me, does it work?” I said, “It works so wonderfully that I've been trying to get up enough courage to come to Claremont, Calif., and sit down with you for an hour.” He said, “Why should both of us travel?” He gave me a date when he would be in New York. After that, he generously adopted us.

SEE YOURSELF “LIFE-SIZE”

When Drucker came to speak to our board, I brought the entire national board and 100 national staff members. He told them, “You do not see yourselves life-size. You do not appreciate the significance of the work you do, for we live in a society that pretends to care about its children, and it does not. And for a little while you give a little girl a chance to be a girl in a society that forces her to grow up all too soon.” What we all realized was that the work we did in the social sector was as important as business or government; we were not simply junior members of a society.

LOOK TO THE FUTURE

When I left, it was the largest organization for girls and women in the world. Six weeks later I found myself CEO [of the Drucker Foundation], with no money, no staff, and just a powerful vision. Peter encouraged us to focus on the type of change that will determine whether or not we are part of the future.



FORTUNE

JIM COLLINS: IN HIS OWN WORDS

OCTOBER 17, 2011

What's behind a giant multiyear research project like the one that became Great by Choice? Fortune's Geoff Colvin asked Collins what inspired him, what surprised him, and what may be next.

When you look at the traits of your winning managers, do they suggest an advantage for either men or women?

The best leaders we've studied, men or women, distinguish themselves first and foremost by their Level 5 ambition: being fiercely ambitious for a cause or company larger than themselves, channeling ego into that larger goal, infused with the will to do whatever it takes to make good on that ambition. Four of the women leaders I've written about previously all share this fundamental distinction: Wendy Kopp of Teach for America (my own choice for entrepreneur of the decade); Anne Mulcahy, who saved Xerox; Katharine Graham of the Washington Post, one of the 10 greatest CEOs of the 20th century; and Frances Hesselbein, who revitalized the Girl Scouts and is now CEO of Leader to Leader Institute [now The Frances Hesselbein Leadership Institute.]

THE ECONOMIC TIMES

Drucker Hailed Hesselbein as THE WORLD'S BEST LEADER

JANUARY 2010

Hesselbein believes "Alliances, partnerships and collaborations are the language of the future. We will come together and ask: What can I do? How can I bring my people together, be a successful organization and build a better world?" In her

lifetime, she admits to have seen the highest levels of cynicism towards corporate leaders and the lowest levels of public confidence yet she says a lot of companies are determined to change that. "CEOs are talking about the greater good, they are giving their people time off to volunteer and they're chairing nonprofit boards. It's very important to talk about these CEOs."

Harvard Business Review

LEADERSHIP IN THE AGE OF TRANSPARENCY

Christopher Meyer and Julia Kirby
APRIL 2010

"What can a leader do? Ensure that your actions are congruent with your values. Challenge the gospel—there should be no sacred cows as we challenge every policy, practice, procedure and assumption. An organization high in spirit of performance is one that is led by executives who are committed to doing the right thing and to getting the right things done."

-Frances Hesselbein

In an open forum, HBR heard from a diverse set of business and thought leaders who debated these questions: Does business need a better way to think about responsibility? And if so, what is that better way? What must our organizations do today to help our country maintain its greatness and to sustain the democracy? What does business owe the world?

The Boston Globe

Amanda Black
JUNE 2010

A lesson in leadership at Olin College

Hesselbein began her talk at Olin with one of her experiences at West Point "One cadet came up to me and asked, 'How are you always so positive?' I responded with a little joke, 'Well, even my blood type is B+,' which is true!"

The CEO Show

FEBRUARY 2010

THE HOUSE IS ON FIRE

In their conversation, host Robert G. Reiss, an expert in developing and implementing customer centric strategies, asks Frances about her greatest concern. "The state of public education in our country. The house is on fire. How do you sustain the democracy if you do not educate all of your children?"



The Frances Hesselbein LEADERSHIP INSTITUTE



ACCORDING TO THE APEX 2011 JUDGES LEADER TO LEADER'S

“Persuasive, in-depth articles are provocative, well written and edited, and do an excellent job of keeping the reader’s attention. It’s hard to ask for more. Each issue is a tutorial on leadership.”

“Supporting leadership dialogues is an important way that we help provide emerging nonprofit leaders with access to insightful and inspiring content about leadership online anytime,” SAID
TIMOTHY J. MCCLIMON
PRESIDENT, AMERICAN EXPRESS FOUNDATION.



NEW YORK, JULY 5,

2011: The Leader to Leader Institute announced today that the Leader to Leader Journal, a quarterly publication of the Leader to Leader Institute and Jossey-Bass, received two 2011 APEX Awards of Excellence for Magazine & Journal Writing and Regular Departments & Columns.

NEW YORK, MARCH 29, 2010: The Institute today announced the launch of Leadership Dialogues, an online toolbox featuring a growing library of video interviews with inspiring leaders including Ford President and CEO Alan Mulally, and Tony Hsieh, founder and CEO of Zappos.com...

NEW YORK, NOVEMBER 1, 2011
Leader to Leader Institute recognizes chair of *Living in the New Normal: Helping Children Thrive During Good and Challenging Times*
MRS. PATRICIA SHINSEKI as the
2011 LEADER OF THE FUTURE





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