The Blueprint: 6 Practical Steps to Lift Your Leadership to New Heights
By Douglas Conant
with Amy Federman

YOUR LIFE STORY IS YOUR LEADERSHIP STORY
RENOWNED LEADERSHIP EXPERT AND FORMER CAMPBELL SOUP CEO PROVIDES TOOLKIT FOR ACHIEVING AUTHENTICITY, UNLOCKING LIMITLESS POTENTIAL, AND BRINGING THE DREAMS OF LEADERS TO LIFE

Part business manifesto, part practical manual, The Blueprint offers guidance to tap into your unique experiences and start leading more like yourself

Like many people, Doug Conant had a work identity and a personal identity, and they were at odds. This became painfully evident when he was fired in 1984 without warning and with barely an explanation. When he was prompted by his outplacement counselor to write down his entire life story, Doug discovered that he was not being his true self while at work. This siloed view of himself was holding him back from realizing his potential, fulfilling his dreams, and making a bigger impact on the world around him. The epiphany led Doug to embark on a journey of discovery—taking incremental steps to revolutionize his leadership style and transform his career trajectory. Now, to help others achieve their full leadership potential, Doug has written The Blueprint: 6 Practical Steps to Lift Your Leadership to New Heights [Wiley, March 2020]. The six practical steps Doug shares in his highly anticipated new book are the same that allowed him to lift his own leadership to new heights and ultimately brought him career success, joy, and fulfillment.

“Today’s leaders have unprecedented time pressures. They struggle to carve out space in their calendar for the kind of self-exploration needed to become the best leaders they can be,” says Doug. “The pace of life has accelerated rapidly at work and at home; technology has ushered in a tacit expectation that we be on and reachable 100% of the time. The amount of texts and emails we receive has tripled in recent years. Expectations are higher. Everyone wants more, better, faster. That’s why it’s now my mission to share The Blueprint with you. After decades of thought, study,
and experience at every level of the corporate ladder—from the bottom to the top—I have crafted a simple approach that fits into anyone’s busy schedule and helps them become more authentic and effective.”

Part leadership manifesto and part practical manual, *The Blueprint* teaches leaders how to work through the same six steps Doug used on his transformative journey:

- Reach High – Envision
- Dig Deep – Reflect
- Lay the Groundwork – Study
- Design – Plan
- Build – Practice
- Reinforce – Improve

These six steps are carefully designed to be actionable and manageable, seamlessly fitting within the hectic modern lives of all leaders—seasoned and aspiring, from the front lines to the c-suite. Knowing first-hand how daunting the prospect of change can be, Doug arms readers with exercises and practices for building a leadership foundation that empowers them to be the best leader possible in any situation. Now, today’s leaders who feel stuck and overwhelmed finally have an approachable roadmap for unlocking their own true and unique leadership voice to make meaningful change in their organizations and the world.

*The Blueprint* fast-tracks the reflection required to identify the qualities that make you unique – and shows you how to use them to become a better leader. In addition to providing readers with prompts and exercises for working through the crucial six-step process, *The Blueprint* offers:

- Guidance for building a uniquely customized leadership foundation
- Exercises that allow individuals to merge their “work self” and “real self” into one cohesive and authentic identity
- Inspiration for getting through life’s greatest challenges and growing stronger in the face of adversity
- Ten timeless tenets of “leadership that works,” and instruction for using them in daily life
- A system that does not strive for perfection but offers real change achieved in incremental steps
- An action plan for aligning your new, improved leadership approach with the expectations of your organization.

“Many of the problems leaders face today arise from a belief that their work life and their real life are two separate identities,” says Doug. “When leaders feel stuck in their career, they often struggle because they have a singular view of themselves. But what I’ve discovered is that the key to unlocking better leadership is found through a clear-eyed exploration of you – the real, full you.”
ABOUT THE AUTHOR

Doug Conant is the only former Fortune 500 CEO who is a New York Times bestselling author, a top 50 leadership innovator, a top 100 leadership speaker, and a top 100 most influential author in the world. Doug began his career as an entry level marketing assistant at General Mills and held leadership positions in marketing and strategy at Kraft before becoming CEO and President of Campbell Soup Company. During his career he also served as President of Nabisco Foods Company, and Chairman of Avon Products. Over the course of his ten years as CEO at Campbell, employee engagement skyrocketed from being among the worst in the Fortune 500 to being world-class as measured by Gallup. As a result of this and other key transformational improvements, Doug led Campbell from beleaguered in 2001 to delivering competitive performance in the top tier of the global food industry by the time he retired in 2011.

After retiring from Campbell Soup Company, Doug still felt called to contribute, to help leaders hone their craft, expand their influence, and change the world, so he founded ConantLeadership: a mission-driven community of leaders and learners who are championing leadership that works. As CEO of ConantLeadership, he takes no salary, and all profits (after covering operating costs) are donated to charitable organizations at the forefront of championing the kind of leadership that can move society forward. He is Chairman of CECP (Chief Executives for Corporate Purpose), Chairman of the Higher Ambition Leadership Institute, and serves on the Board of Directors of RHR International, the Partnership for Public Service, and the National Organization on Disability. He is also former Chairman of The Conference Board, the Grocery Manufacturers Association, and Students in Free Enterprise (SIFE), now named Enactus. Doug is the co-author with Mette Norgaard of the New York Times bestseller Touchpoints: Creating Powerful Leadership Connections in the Smallest of Moments, is a featured leadership blogger at Harvard Business Review online, writes about leadership in his suite of high-impact leadership resources available on his blog at ConantLeadership.com, and he shares leadership insights and articles as a LinkedIn Influencer.

Connect with Doug on Twitter, LinkedIn, Facebook, Instagram and through his website, ConantLeadership.com

The Blueprint: 6 Practical Steps to Lift Your Leadership to New Heights will be published on March 4, 2020 and is available for pre-order through Amazon.

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