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KEN BLANCHARD COLLEEN BARRETT

Foreword by **Herb Kelleher**
Founder of Southwest Airlines

Lead LUV

A DIFFERENT WAY
to CREATE REAL SUCCESS



IT PAYS
TO PUT YOUR
PEOPLE
FIRST

Praise for
Lead with LUV
by Ken Blanchard and Colleen Barrett

“Even the idea of Ken Blanchard and Colleen Barrett creating a book together staggers the imagination. As to the result, for the committed reader I fully expect it will be a truly life-altering event. This is a wonderful book with a wonderful message—it is to be savored and meditated upon and implemented.”

—**Tom Peters**, *New York Times* bestselling author of *In Search of Excellence*

“I LUVVED this book so much that it’s at the top of my Required Reading List for everyone I know or anyone who wants to understand what Real Leadership is all about. Ken and Colleen have finally incarnated the L word into what really counts in the noble process of leading. In their work and lives, they are living avatars of their words.”

—**Warren Bennis**, Distinguished Professor of Business,
University of Southern California;
author of *Still Surprised: A Memoir of a Life in Leadership*

“Ken and Colleen are excellent examples of inspired leadership—they lead from their souls. When love permeates an organization in this way, great things can come from it. You will learn from Ken and Colleen how to lead with love, humility, heart, and soul. They have written an inspirational book for today’s leaders that will foster personal and professional fulfillment along with organizational success.”

—**Deepak Chopra**, *New York Times* bestselling author of *The Soul of Leadership*

“*Lead with LUV* is an engaging and real conversation between two preeminent thought leaders—one who has pioneered the field of leadership development, and another who has piloted one of the world’s best companies. When there is so much hype about what makes companies great, it’s a real treat to hear an open, candid, and quiet dialogue on the critical themes of vision, values, love, and servant leadership. You’ll love the stories and the advice; but most importantly, you’ll love the message and the honesty. Business needs a whole lot more of what Ken Blanchard and Colleen Barrett discuss. Do yourself a favor and read this important book. You will feel refreshed, inspired, and filled with more hope when you do.”

—**Jim Kouzes**, coauthor of *The Leadership Challenge* and *The Truth about Leadership*; Dean’s Executive Professor of Leadership,
Leavey School of Business, Santa Clara University

Lead with LUV: A Different Way to Create Real Success

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