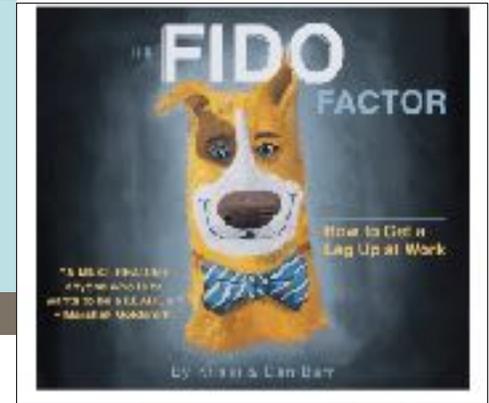


The Leadership Wisdom of Dogs (or How to Get a Leg Up at Work!)

Krissi and Dan Barr's new book, *The Fido Factor*, reveals the leadership traits canines embody - and shows how to unleash your inner leader of the pack



What could humans — and especially business professionals — possibly learn from canines?

As it turns out, a lot.

The Fido Factor is a groundbreaking take on success that will get you barking up the right tree. It goes where no business book has gone before. That's because dogs exude a leadership genius that can only come from domesticated quadrupeds with wet noses and expressive tails.

The Fido Factor's core message is that dogs can motivate each of us to become a more effective leader at work. The four "Fido Factors" are:

- **Faithful** leaders earn the trust of their team and their customers by doing the right things and living up to their word.
- **Inspirational** leaders move people to do the meaningful and the extraordinary.
- **Determined** leaders combine perseverance with a dose of fearlessness to keep moving toward goals.
- **Observant** leaders are committed to taking in as much information as possible in order to make the best decisions.

This isn't a cute little book about puppies and it won't teach you how to beg. It's a roadmap to leadership success with dogs as your guides. And it all adds up to a fresh take on leadership with insights that can have a profound impact on you as an individual and on your career as a leader.

So unleash your preconceived notions and get ready for some tail-wagging good ideas about becoming the best leader you can be. A quick read that's sprinkled with humor, *The Fido Factor* is the perfect tool to help you — and your entire team — get a leg up at work.

BOOK DETAILS

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www.thefidofactor.com

About the Authors

Krissi Barr is founder and CEO of Barr Corporate Success, a business consulting company. Her firm specializes in strategic planning and implementation, executive coaching, training, and behavioral assessments. Krissi is an accomplished public speaker and one of the most dynamic business leaders in America today. For more information please visit www.krissibarr.com.

Dan Barr is a senior sales and marketing executive at BELFOR, the world's largest property restoration company. He is currently focused on the company's rapidly growing 1-800 WATER DAMAGE brand. For more information please visit www.BELFOR.com or www.1800waterdamage.com.

The Barrs live in Cincinnati with their two dogs, Kaiser and Clover. *The Fido Factor: How to Get a Leg Up at Work* is their second book. Their first was *Plugged: Dig Out and Get the Right Things Done*, a business book with a golf theme.

Praise for *The Fido Factor*

The Fido Factor is a must-read for anyone who is or wants to be a leader. If you happen to be a dog lover, you do not want to miss this book! – **Marshall Goldsmith, #1 Leadership Thinker in the World (Thinkers 50) and best-selling author of *What Got You Here Won't Get You There, Mojo and Triggers***

The unexpected combination of dogs and business leadership makes this one of the most enjoyable — and insightful — books I've read in a long time. – **Scott Farmer, CEO, Cintas**

FIDO will reenergize you with some doggone smart advice. Krissi and Dan Barr have captured the wisdom of dogs to get careers and businesses growing. Didn't we secretly always know that dogs were smarter than us? FIDO proves it! – **Lisa Hillenbrand, Marketing Consultant, Former Director Global Marketing, P&G**

Who knew that you can boil down the secrets of being a great leader into our relationship with our canine friends? *The Fido Factor* is quick read, broken into bite-sized pieces, with wisdom for the aspiring or seasoned leader on every page. Well worth the read. – **Jim Schleckser, CEO of the Inc. CEO Project**

Perfect for any leader who wants to learn from the wisdom of dogs... or for any dog who wants to be a better leader. If you don't have a dog right now, you may soon be in the market for a new best friend...and future leader! – **Brian O. Underhill, Ph.D., CEO, CoachSource**

Funny, insightful and loaded with practical ideas to help your entire team become more effective leaders. – **Steve Olberding, CEO, Phototype**

