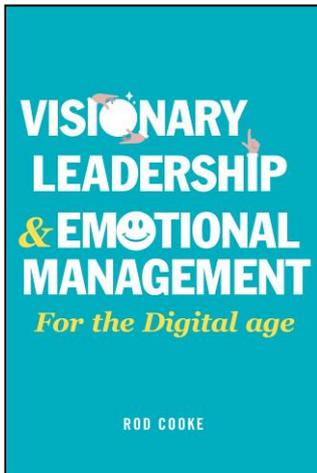


ARENA BOOKS – PRESS RELEASE

Well-regarded business adviser (with 50 years' experience) advocates new business approaches to revive Britain's industrial prospects for the post-Brexit era ...

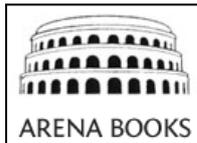
This provocative and politically outspoken book will be of interest to the financial and business communities; personnel managers and those interested in industrial relations and recent social history



VISIONARY LEADERSHIP & EMOTIONAL MANAGEMENT

FOR THE DIGITAL AGE

by Rod Cooke



ISBN: 978 1 909421 87 5 Paperback 309 pages RRP: £15.99 2016
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Author, Rod Cooke argues that digital entrepreneurs undermined traditional British business models to such an extent during the last 25 years that a radical, new approach is now needed. Cooke (who spent five decades advising businesses large and small) predicts major shifts in trade, politics, industry and employment – radical changes which will be driven by the young professionals who are already shaping Britain's post-Brexit 'second digital generation'



Rod Cooke believes that the 'first digital generation' (which began in the early 90s) is now behind us and that nothing will ever be the same again. As the 'second digital generation' takes over, Cooke predicts a period of accelerated change which will see many business models become obsolete, falter and fail – with the effects being felt across all businesses whatever their size and whatever the goods or services they trade.

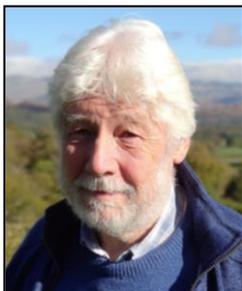
Planning for change requires leaders with vision ...

The ability to gaze wisely into this exciting but precarious future is described as "Visionary Leadership." Put simply it is the ability of business professionals to understand the implications of change; and then to be as prepared as possible to react in a timely, appropriate way that will protect their businesses now and during the next 25 years.

... and emotional management skills

Human beings do not usually welcome change. Some employees face uncertainty with anger and resentment; others become fearful and withdrawn and some react by refusing to engage with new challenges at all.

For leaders in business (at any level), the ability to manage change is an essential skill but one of the most difficult to master. In this book, Rod Cooke helps readers take control of their own emotions; modify negative behaviours; and adopt a positive, constructive approach. This, in turn, will help them to lead their own teams and set an example to others – and accomplish what is necessary to move the business forward.



Author, Rod Cooke worked at or near the top of businesses involved in banking and commerce, manufacturing, retail and supply; as a director and a manager and as an adviser. In many years of working with those who set out to lead others he has assembled a tool kit of best practices to enable and facilitate great performance; and to guide, coach and mentor others along the new paths required to respond to the challenges of the 'second digital generation'.

Media opportunities

Review copies available. Extracts/serialisation. The author is available for interviews.

Please see over for further information about the author and for feature suggestions >>>>



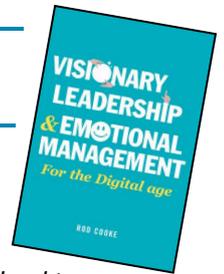
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ARENA BOOKS: PRESS RELEASE continued

VISIONARY LEADERSHIP & EMOTIONAL MANAGEMENT By Rod Cooke



Feature suggestions & ideas for interview questions:

Can we ever learn to fully control our emotions? Is it ever acceptable to lose your temper in the workplace? Should we be ashamed of crying in the office?

"Our species is more than 200,000 years old and we still respond to emotions 'set' at a time when they helped to protect us from wild animals. No longer necessary. Our emotions are our body's response to the thoughts we allow into our minds. All negative thoughts, and the emotional responses to them, present themselves as anger. Move your emotions into the digital age. Learn to unplug the anger response." - Rod Cooke



How do we define strong leadership? Who do your readers (or listeners) admire as leaders in their own workplaces or communities – and why?

Do political leaders need others to be afraid of them in order to maintain power?

"The UK had no national leadership from the resignation of Churchill in 1955 to the arrival of Thatcher in 1979. In that generation, in that vacuum, the nation lost its way" - Rod Cooke

What are the differences between a manager and a micromanager?

How can you tell if you are a micromanager? Is micromanagement as bad as they make out?

"The EU has managers - but only those who think that the shape of a banana is important - micromanagement isn't important. Does the EU have visionary leaders? I don't think so. Europe needs a visionary leader and a cull of managers but I doubt will get it" - Rod Cooke

Will The EU still exist by 2030? Will Brexit herald a mass exodus – or will the EU nations stay-put while they wait to see how Britain fares outside Europe?

"Will the Euro - that ill forged and badly thought through currency - continue for another ten years before the lack of a common fiscal policy brings it down?" - Rod Cooke



Trade Unionism today: what is Scargill's legacy? What role should trade unions play in our 'second generation digital era'? Surely trade unionism is no longer necessary to protect worker's health and welfare?

"Business and Unions must work together. If it is cheaper to import something because UK wages are too high then that is what will happen. Back in the 80s the miners were told that force and bullying would be sufficient to win the day, but the last colliery in the UK has now closed. That is Scargill's legacy." - Rod Cooke

Will Scotland ever afford to leave the United Kingdom? Would the EU accept an independent Scotland ?

"The Scottish independence debate relied on oil flowing for years at US\$110 a barrel - the £9.7 billion annual Scottish budget deficit, currently funded by England, will not be plugged with oil at US\$50 a barrel. Without money governments must do less or tax more when they are borrowed to the hilt." - Rod Cooke

Positive affirmations to control our emotions: can they really help us to be more effective?

Or are such techniques just hippy psychobabble which should be kept well away from the workplace?

Positive affirmations and slow deep breathing both help you on your journey to control your emotions. Try – 'I like and respect myself. I am content. All is well.' Repeat every morning and then as often as required" - Rod Cooke



About the author: Rod Cooke pursued a career in banking that encompassed setting up his bank's business advisory service, business relationship management and Area Directorships in both corporate and retail banking. He retired as Head of Credit Risk for that bank for London and the South of England. Subsequently he acted as non- executive director of a major supplier to UK supermarkets and as Chairman of a Belgian chocolate manufacturer. In the last few years he has run his own business consultancy and worked to offer business mentoring and advice to small businesses in Dorset. His book considers the best leadership techniques he has witnessed and extrapolates how they need to be reworked to cope with the challenges of the digital revolution now upon us.

Media opportunities: Review copies available. Extracts/serialisation. The author is available for interviews.

Local UK interest: The author was raised in **Stourbridge, West Midlands**. For most of his banking career he was based in **London**. He now lives in the village of **Colehill**, about 1 mile from **Wimbourne Minster** in **Dorset**



To request a review copy or to be put in touch with the author, please contact

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