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Leadership Expert David M. Traversi Redefines the Paths to Success in *The Source of Leadership: Eight Drivers of the High-Impact Leader*

New book shows readers the “how” of leadership development

San Francisco, CA, September 12, 2007 – Hailed as the voice of a new age of leadership, David M. Traversi's ***The Source of Leadership: Eight Drivers of the High-Impact Leader*** (\$24.95) has been released by New Harbinger Publications. Mr. Traversi is a nationally known executive coach, speaker, entrepreneur, and leadership visionary.

With a thesis that leadership is failing in most forums, and failing at an increasing rate as technology accelerates and complicates our existence, Traversi explains how existing leadership literature provides checklists of the traits that an effective leader should possess (e.g., be self-defined, forward-thinking, credible, inspiring, focused, courageous) and the functions that a leader must perform (e.g., build a values-based core, generate ideas, form a vision, build a plan), but does not explain how leaders and potential leaders can begin to embody those traits and perform those functions. It describes the destination, but doesn't address the means - the engine - to get them there.

In ***The Source of Leadership***, Traversi identifies and instructs how to develop eight personal drivers, energies deep within each person, each of which drives several of the traits and functions of the effective leader. The leader who develops these personal energies will achieve maximum effectiveness as a leader, as well as a deep sense of contentment and fulfillment as a person.

With the burgeoning trend toward seeking a deeper grounding personally as a means of performing better professionally, ***The Source of Leadership*** is the early "defining voice" of this new trend in the leadership area.

“This book signals a new age of leadership, one where a higher level of consciousness and awareness is required of leaders if they are to achieve an organizational impact. I'm still not convinced leaders can be made, but I am certain they can improve themselves. *The Source of Leadership* contains essential tools for transforming one's consciousness into a high degree of effectiveness as a leader,” states Lewis Coleman, President, DreamWorks Animation SKG, and former Chief Executive Officer of BancAmerica Securities, Vice Chairman of Bank of America, and Chief Executive Officer of The Gordon and Betty Moore Foundation.

Beverly Engel, MFT, best-selling author of numerous books including *Honor Your Anger* and *The Power of Apology* says, “Traversi understands, on a deep level, that everything is connected. He understands that until a leader achieves personal empowerment and fulfillment he cannot become a high-impact leader. At a time when the business and professional world—and our country—is in dire need of excellence and integrity in leadership, Traversi has written a powerful guide to help transform ordinary leaders into extraordinary ones. I strongly recommend *The Source of Leadership* to anyone who wants to learn how to lead by example.”

The Source of Leadership is available at thousands of retail bookstores, including Barnes and Noble and Borders, as well as online at BarnesandNoble.com and Amazon.com.

More information about the book and author is available at www.thesourceofleadership.com.

ABOUT DAVID TRAVERSI

Mr. Traversi is a nationally known executive coach, speaker, entrepreneur, and leadership visionary. He is one of the nation’s premier experts on leadership development, and has worked closely with hundreds of America's top leaders. Traversi is the founder and managing director of 2020 Growth Partners, LLC (www.2020gp.com), which offers executive coaching, strategic advisory, merchant banking, and leadership development services to executives and companies across the United States. He has worked as a chief executive of operating companies, a trial lawyer, a commercial lender, an investment banker, and private company investor. In addition, he has started several successful companies in diverse industries. He recently launched RateALeader.com (www.ratealeader.com), the original leadership rating site, where users can rate nearly 15,000 high-profile leaders in business, sports, and politics. Traversi holds an MBA from the Haas School of Business at the University of California, Berkeley, and a JD from the King Hall School of Law at the University of California, Davis.

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