

Executive Wisdom: Reflections For Today's Leaders

New Book Calls For Socially Responsible Business Ethos Inspired Through “Conscious Leadership”

For Immediate Release

MIAMI, FL — The greatest crisis confronting global capitalism today is the lack of leadership. Since the 2008 financial meltdown, Americans have been questioning the role of business and their political leaders in the unraveling fabric of our society. Today's leaders cannot just be managers; they need to be sources of inspiration and guidance. After massive layoffs, ever-increasing gas and food prices, environmental destruction and the mismanagement of taxpayer money by big business and the government – it is clear why the masses are suspicious of our elected and corporate leaders.

In response to the overwhelming sense of social frustration and the economic powerlessness felt by many, author and business consultant, Reynier Lezcano penned his guide of illuminating phrases, quotes and thoughts that we can use to improve our lives, business and leadership skills, entitled, *Executive Wisdom: Reflections For Today's Leaders*.

Executive Wisdom dispels the myth that success is measured only in terms of net worth. Instead, Lezcano shows that true leaders achieve the most success with balanced action and human sensibility. This book reminds you that financial success and emotional fulfillment are not opposite goals. In fact, they complement each other. If you are ready to put aside all you've been taught and conditioned to do in the world of career and business, then you are ready for Executive Wisdom.

With clarity and simplicity, Lezcano's book redefines what it means to be a leader, a friend and citizen of the world. Recognizing that leaders can no longer be the 'lone wolf' bureaucrats who make decisions behind closed doors, Lezcano paints the leaders of the future in a post-recession world, as engaging and open visionaries, "Conscious Leaders", concerned not only about shareholders' profits, but about the stakeholders: the environment, employees, family and community.

As Lezcano explained, "Conscious leadership is the transformational power of balanced action and human sensibility. This is a concept that I hope will help teach leaders how to lead responsibly, and how to pursue their professional goals with compassion towards other people, the environment and society at large." Lezcano added, "This book, will not teach people how to be rich. The market is saturated with wealth enhancement publications and articles. Instead, this book provides relevant advice to those readers who have already succeeded in their chosen careers, but lack guidance, vision, and the necessary motivation to improve themselves from within. Executive Wisdom aims to encourage and enlighten."

Key Points: Executive Wisdom

Conscious Leadership: Extends beyond pure corporate interest and profit to involve and enhance the circumstances of all stakeholders, in particular: employees and the environment.

Worldly Influence: Using our social and economic advantages as capital to create positive change in our society.

Financial abundance and emotional fulfillment are not juxtaposed, but synergistic to create life enhancement through leadership.

Wealth is the power to facilitate conscious change, not a means to control.

About Executive Wisdom

Executive Wisdom comprises a variety of universal and practical thought strategies that are the basis of true success and inner fulfillment in an increasingly complex and multicultural socio-economic environment. Executive Wisdom will teach readers that it is within ourselves where we discover our deepest longings, find our unique treasures and unmask our truest selves. It is inside where we find the twin gifts of purpose and passion that become the core of our work lives, paired with developing patience, humility, perseverance, positive thinking, tolerance, peace, self-mastery, selflessness, concentration and optimism, that will ultimately make us successful and productive citizens, not only for our own country, but within our global village. Executive Wisdom rests on the belief that everyone who is in a position of influence – from a small business owner, to the highest-ranking officer of a public corporation – can always look within to improve themselves.

Executive Wisdom is not an instruction manual, and it is definitely not a step-by-step system on achieving wealth or power. It is an easy to read, non-dogmatic work of inspirational nature, which was based on the wisdom of both Eastern and Western schools of thought. While similar works are anecdotal, Executive Wisdom remains pragmatic, yet never loses sight of the human element.

After reading this book, the reader will have gained a new global outlook and greater awareness of who he/she is and what his/her mission in life is. Additionally, the reader will also come to see his/her social position as a role of responsibility, and conduct his/her affairs with ethics, compassion and empathy towards all people, regardless of class. Executive Wisdom is meant to be a continuous point of reference and source of personal enrichment, amidst our hectic and volatile lives.

About the Author

Reynier Lezcano, MS is a Cuban-born author, former Novice at a Cistercian monastery and creator of The VACE Method for Achievement™. He developed the SMART Agenda for Weight Loss and is now a Business Consultant. Lezcano is currently conducting leadership training sessions at Sotheby's International Realty, The Beacon Council and at the W South Beach Hotel & Residences (a development of TriStar Capital LLC and The Related Group). Reynier completed graduate studies at Nova Southeastern University, and lives in Miami, FL with his family. See more at: www.wisexecutive.com. Available for purchase at: www.wisexecutive.com; www.amazon.com; www.barnesandnoble.com

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TESTIMONIALS

"This refreshing and inspiring book reads like a cross between Scripture and a Steven Covey bestseller. Presented through insightful passages, this young voice expounds upon many of life's challenges with emphatic fervor."

- *Susan Caraballo*
Founder, Artemis

"A work one can consult anytime to achieve excellence in all aspects of life. It encourages self-analysis by painting a clear image of leadership through wholesome actions and lofty thoughts".

- *Chris Leavitt*
Sr. Vice President, Sotheby's International Realty

"In each page, Mr. Lezcano presents unique ways for people to achieve a higher level of spirituality and an understanding of how their world operates. This is one of the best investments of time and money you'll ever make, and a treasure you'll come back to again and again."

- *John Albino*
Principal, JA Real Estate

"This book demonstrates the sensitivity and maturity of its writer and makes the reader think and reflect about important decisions to be made in life."

- *Dulce Goldenberg*
Vice-President, French Alliance Miami

"Delightfully unusual. Everyone should read this book at least once. It will address your most hidden fears and give you enough confidence and willpower to change your life".

- *Sandra Hernandez*
CFO & General Counsel, Colonial Press International

"A must read, must have for anyone looking to improve every aspect of life: spiritual, mental, physical, and financial. Amazing message. So much wisdom is contained inside this little book!"

- *Amparo Yuste*
Executive Director, CAMARA US-Spain Chamber of Commerce

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