

I'm Catherine Rymsha and I Wrote a Book Called:

THE
LEADERSHIP
DECISION

Here's Why It Will Change the Way
We Look at Leadership and Leadership Development:

THE WHO

Doctor of Education,
Organizational
Leadership; Master of
Science, Leadership

TEDxSpeaker with
close to 20,000 views

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Learning &
Development Manager at
Aspen Technology; Lecturer
at the University of
Massachusetts; Peer
Reviewer at the *Journal of
Leadership Studies*.

Decade in event marketing
and communications.

In process of starting own
company to educate people
on book principles.

THE WHAT

Premise/Framework:
Leadership is a decision.

Tagline: Decide to
Lead Today.

Overview: Motivational,
self-help, business/career
book written for those
looking to enhance their
leadership ability
through the decision to
lead.

For Who: Written
for professionals,
students and those who
are interested in
enhancing their
leadership practice and
lifestyle for career and
self-development in a
simple, clear and practical
approach.



People can make decisions
about their leadership
development in using the
main model outlined in the
book: Awareness, Practice
and Evaluation
(APE Model).

APE is supported by a
second model, called TOLL
(timing, opportunity, looks
and likes).

Other key concepts
include: defining value in
leadership, branding,
perception and leadership
as a lifestyle.

The decision-approach to
leadership development
with these models and
concepts can help anyone
who wants to lead become
a leader.

Let's Keep Talking About
Our Leadership Decisions...

THE
LEADERSHIP
DECISION

THE WHY

We need more leaders.

Leadership isn't only for a
selected few deemed worthy
through or by assessments,
reward, gender, age,
ethnicity or rank.

We all have the power to be
leaders if we want to be.

We simply need to make
the decision to lead.

But, that can be hard.

Both the APE Model and
TOLL provide a framework
to enhance our leadership
through our decisions.

Decisions make leaders.

Skills addressed to further
provide guidance include
Communication,
Accountability, Position
and Emotions.



Related books include:

The Leadership Challenge
by James M. Kouzes & Barry
Z. Posner and *Leaders Eat
Last* by Simon Sinek.

My book challenges these
and others in taking the
focus off skills along with
the abstract placing more
emphasis on development
and empowerment of
leadership as it relates to
one's decisions, defined
value, lifestyle and practical
application to one's day-to-
day.

Following the business path
of Peter Block's *Flawless
Consulting*, this book would
be the foundation of
eLearning, workshops and
conferences to aid in
enabling people to lead
while further
driving ongoing sales.

THE HOW

Book is in final
stages of editing and
additions of supporting
references

Open to feedback
and restructuring

Based on real life
examples, research
and practice

80,000+ words
17 chapters

Sample chapters can be
viewed on website.
Table of contents included

with this
infographic
for reference

One in three
of a series.

THE
LDR
DSC

DECIDE TO LEAD TODAY.