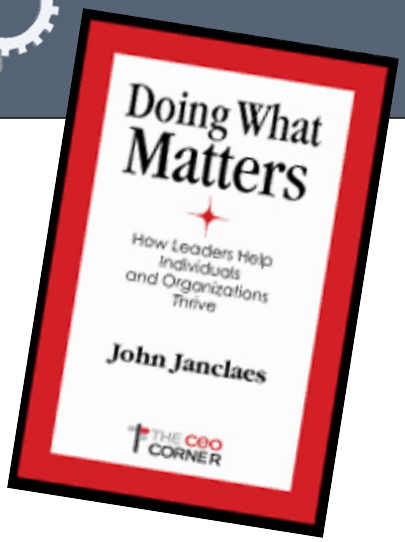
"We all need a champion, someone who sees our potential—sometimes before we see it in ourselves. Among the responsibilities of a leader is to promote the development of others by providing the resources and environment in which people can learn, grow, and realize their full capacity for achievement."



This premise is at the heart of *Doing What Matters*, a business fable about how an organization rallies around a struggling executive to provide the support, insights, and inspiration he needs to lead his team and contribute to the company's success. This book illustrates a practical model with useful tools and widely applicable principles for realizing one's full potential, told through the story of one business leader's progression from declining returns to a purposeful resurgence that grows the business and rekindles professional passion.

Doing What Matters explores how a well-intentioned company can become a thriving enterprise when its leaders embrace their responsibility to build a community in which personal development is an expectation that is fostered and rewarded. The Learning Loop framework unfolds in chapter after chapter, each of which concludes with a helpful summary of key concepts. Diagrams, tables, and worksheets illustrate and emphasize essential elements of the model set out in the book, so you can begin immediately to apply this approach in your organization and personal pursuits.

About the Author

John Janclaes is President/CEO of Partners Federal Credit Union and founder of The CEO Corner, an online forum to help business leaders and their organizations thrive.

He has more than 30 years of experience in the financial services industry, spanning retail banking, brokerage, and insurance.

www.theceocorner.com

Advance Praise

*"**I found** Doing What Matters **to be a really great business story**, a fictional financial business situation with totally realistic circumstances and people. Mr. Janclaes has valuably addressed marketing, operations, competition, pricing, technology, planning and other subjects. … At the micro level, Doing What Matters offers really wonderful leadership and human interaction training."*

—John M. Tippets
Consultant, speaker,
and retired credit union CEO

*"**The characters are likable and relatable** as people that we could be in the same situation as the story follows the drama of potential failure turned into success."*

—Dr. Susan Cain
Corporate Learning Institute

*"**Doing What Matters distills one of the most important aspects** of running a successful business—building a practical framework for continual improvement—into a meaningful and compelling story."*

–Jim Kasch
Canidae Consulting

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Articles, podcasts and videos from, for, and about leaders across the business spectrum.

The Book: Doing What Matters

Downloadable resources based on the new business book from John Janclaes to help you apply key leadership principles to take personal and organizational performance to the next level.

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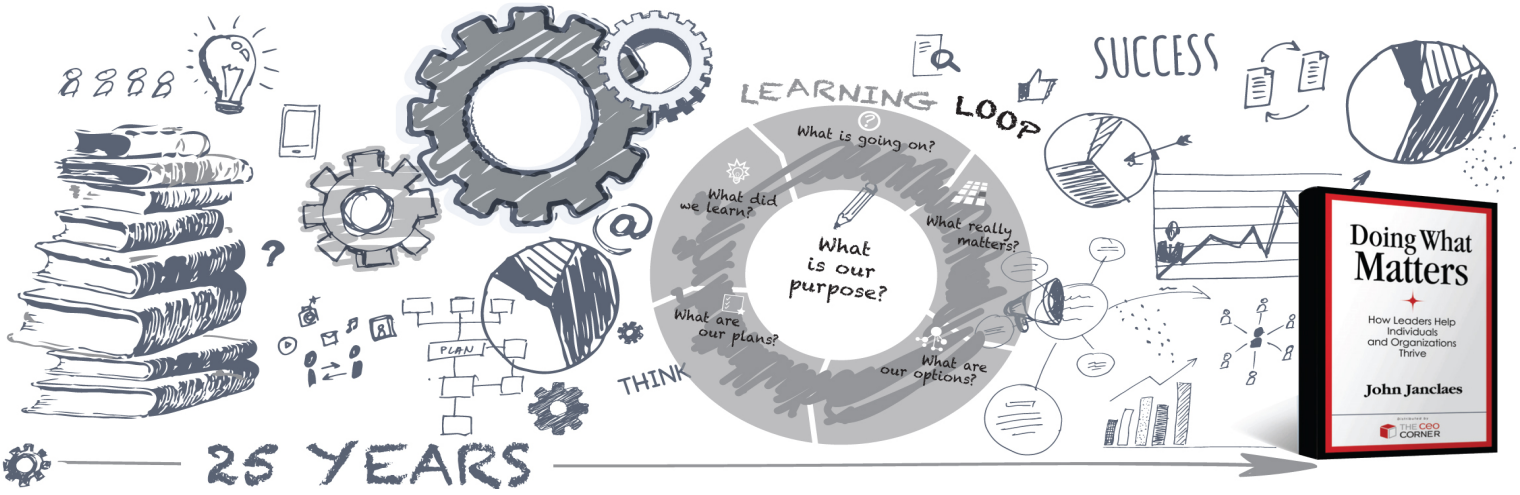
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