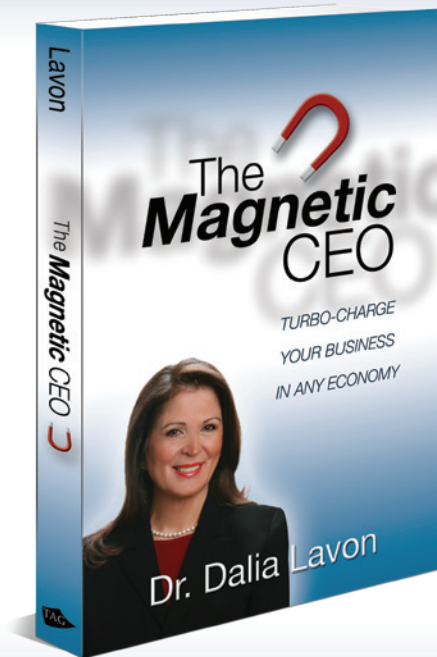


## The **Magnetic** CEO





## The **Magnetic** CEO

“In this fast shifting economy, every business is struggling to remain relevant and profitable.

### ASK YOURSELF:

- Is my organization structured so it can shift and adapt as fast as markets, technology, moods, demographics, and economies do?
- Are my people prepared for a cultural transformation?
- How does my management team encourage creativity and innovation?

This book contains everything a CEO or someone aspiring to become one, needs to turbo-charge their business and perfect their leadership skills”



## Learn How to...

- *Lead for sustainable results and profits*
- *Identify the really important decisions and make great calls*
- *Find and keep the right people*
- *Become a great communicator*
- *Build teams that work well together*
- *Be a great problem solver*  
(before they become serious)
- *Protect yourself from lawsuits*

**“...the key is  
to be the kind of leader that outstanding people  
and good business are attracted to you ,,  
like to a magnet...”**

## In these pages you will uncover:

- *How to strategically handle*  
**“Your business’ biggest asset - Your people”**
- *The survival guide for the CEO*
- *In today’s business climate, your best defense is a smart allocation of all resources*
- *How to get results by optimizing organizational culture*
- *The traps to avoid when recruiting*
- *The characteristics of a winner hire*
- *How to be the first to know when a good employee is on the verge*
- **How to protect your business and your position in the marketplace with talented, loyal and successful employees**



## DR. DALIA LAVON



*An author, expert business consultant, NLP certified coach, trainer and a professional speaker, Dr. Dalia Lavon obtained her BA and Masters degrees in Education at Bar-Ilan University, a Masters in Business Management at the American College, and a PhD in Business Administration at LaSalle University.*

*Dr. Dalia Lavon ventured into the business world, accepting a sales and management training position with a large financial services company. She was immediately spotted as a fast-starter and achieved almost every possible award and designation. She fast-tracked into management and climbed the corporate ladder while sharing her success with peers in industry seminars, management classes, and training courses.*

*As a Training Director, Dr. Dalia Lavon developed a comprehensive training curriculum model along with a unique training program that revolutionized the way sales training was perceived, which tripled the sales results.*

*While in charge of sales and executive management, her team excelled and was widely recognized as being the cutting edge, leading team. They became stellar performers, high achievers and brilliant managers who fast-tracked to various executive positions. Dr. Dalia Lavon then developed an executive management recruiting and training model that improved the caliber of the managers hired and increased their retention rate and bottom line substantially. This won her worldwide industry recognition, in addition to increased profits.*

*Dr. Dalia Lavon believes that one never really leaves school. She has always been involved both as a student, a “train the trainer” facilitator, a personal coach to business owners and CEOs and an international speaker in various settings: formal, informal, business, industry, academic, was an educational ambassador to the former Soviet Union on two occasions, and a business delegate to China. She then owned a medical school in New Zealand and returned to the United States where she had started and sold various businesses.*



# The Author *(continued)*



*Having run businesses in various countries under different economic, political, social, cultural and psychological climates, Dr. Dalia Lavon has gained a broader perspective and insight essential for this fast evolving business environment.*

*Our economy is undergoing unprecedented shifts, worsened by fears of impending chaos, insecurity and skepticism towards leadership. That is what triggered Dr. Dalia Lavon to write this book. The reader is invited to explore ways not only to survive this economic downturn but to become an innovator and lead with clarity of vision and creativity.*

*Learn how to spearhead a cultural evolution and transform the business to anticipate market trends and elastically re-brand and re-package the organization to meet changing needs, with the right people and sound ethical principles*

*The attached bonus glossary is a survival guide for the CEO and business owner who wish to defend themselves and their business in today's business world while getting the outstanding results through the efforts of their all-star team.*



# Testimonials

*"You win when your team wins!" This sage advice is proven in the productive lives of Magnetic CEOs who have learned the value of attracting, equipping and encouraging the right people on their teams. Dr. Dalia outlines solid, practical plans and techniques to help you become and remain a Magnetic CEO. Every CEO, or those who aspire to become one, should have this valuable resource to guide them."*

**– Bob "Idea Man" Hooey,**  
*Author of Legacy of Leadership - Canada*

*"In this messy, capricious, highly competitive and unpredictable economy, one element remains most precious – the people in the organization, This book is a survival kit to any CEO or manager"*

**– Gerry Robert,**  
*Author of The Millionaire Mindset*

*"The Magnetic CEO by Dalia Lavon, Ph.D. is a refreshing, approachable, and unique treatment of the often-saturated topic of leadership. Her book stands out among the crowd as she shows you how to do the same. Whether you are involved in a company with 5 people or 5,000 people, a for-profit or not-for-profit organization, Dr. Lavon includes you in her book. Treat yourself today to this gem that will bring the best of your personal and professional life to new heights forever."*

**– Paulette Ensign,**  
*Chief Visionary, [www.tipsbooklets.com](http://www.tipsbooklets.com)*



# Testimonials *(continued)*

*"Whether you are a CEO of a Fortune 500 company or a small business owner, you understand that you don't "manage" people, but rather help them grow. The Magnetic CEO takes a most refreshing approach to this subject and surprises you with its easy to read, innovative approach"*

**– Paul Martinelli,**

*President, LifeSuccess Consultants, LLC*

*"Any CEO or Leader has to make this book their bible. If you are just commencing your company and have a cache of staff, then this book is a guide to follow. Read and re Read it again and again. Have your first line of management read and act upon the content. Dr Dalia Lavon has really captured the true essence in this manual on leadership in the modern and future era. A must for all companies wanting to be more and have more."*

**– Herbie Muench**

*Excellence in Coaching - Australia*

*"This book covers the obstacles that Employer and Employee, Leader and Follower alike, need to see. If success and increased awareness are what you're looking for, this book holds the keys and practical applications to adopt in any organization of value"*

**- Ray Tamayo,**

*Success Puzzle Inc.*





# Release

**For Immediate Release**

**Photos available**

**Dr. Dalia Lavon**

**847-514-8618**

**[www.TheMagneticCeo.com](http://www.TheMagneticCeo.com)**

**[yourcoach.dalia@gmail.com](mailto:yourcoach.dalia@gmail.com)**



## **Finally, Survival Kit for CEOs**

**Hot new book will prevent you from being sued as you get to the top.**

*In Dr. Dalia Lavon's new book – The Magnetic CEO, Turbo-charge your Business in any Economy, everything is laid out to inform and support CEOs, managers and business owners to increase profit through the cooperation of the right people.*

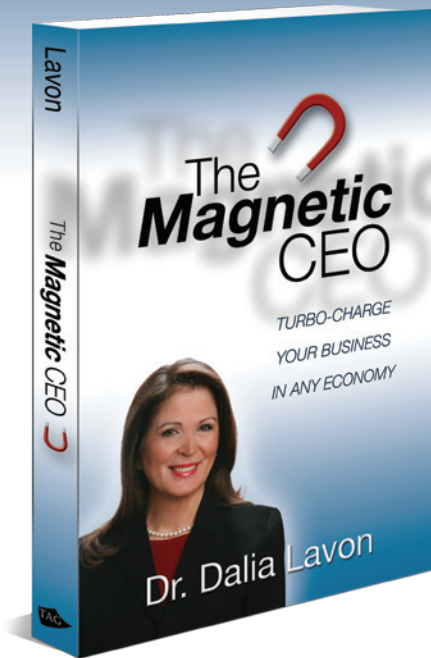
*In today's economy there are many pitfalls that can be targeted at CEOs, managers or small business owners, such as market volatility, lawsuits threats on the basis of fraud, discrimination or harassment. An ever changing workforce, client demographics, competition, globalization and generational attitudes pose new challenges. How can a business thrive and set itself apart in this chaotic environment? How can a CEO make a mark, drive profits higher, yet keep out of harms way? These are some of the pertinent topics in The Magnetic CEO.*

*As author Bob Hooey writes, "You win when your team wins... Dr. Dalia outlines solid, practical plans and techniques to help you become and remain a Magnetic CEO. Every CEO or one who aspires to become one should have this valuable resource with them"*





# Release



**Take action for the success of your business and your career!**

**Call or e-mail now for a free hour of coaching or a free MP3**

**By following Dr. Lavon's guidance, anyone can become a Magnetic CEO**

**For Immediate Release  
Photos available**

**Dr. Dalia Lavon**

**847-514-8618**

**[www.TheMagneticCeo.com](http://www.TheMagneticCeo.com)**

**[yourcoach.dalia@gmail.com](mailto:yourcoach.dalia@gmail.com)**

**Dr. Dalia Lavon will guide and inform you on:**

- *Where and How to Find Talented People*
- *How to Create a Thriving Work Environment*
- *How to Improve Communication and Perceptions*
- *Retention of Employees*
- *Team Building*
- *Problem Solving and Conflict Resolution*
- *Cultural transformation within the organization*
- *How to lead to Greatness and Profits*

*In The Magnetic CEO, Dr. Lavon draws on her 23 years of experience, research and consulting to top performing companies. Dr. Lavon is a specialist in helping companies improve performance and increase profits by implementing the methods from this book. By following the principles outlined in this book anyone can become a Magnetic CEO and drive their business and life to greater success and fulfillment.*

**To schedule an interview or request a copy of this book, contact:**

**(847)514-8618**

**[www.themagneticceo.com](http://www.themagneticceo.com)**

**[www.doctordalialavon.com](http://www.doctordalialavon.com)**

**[yourcoach.dalia@gmail.com](mailto:yourcoach.dalia@gmail.com)**



# Contact

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## Websites

[www.themagneticceo.com](http://www.themagneticceo.com)  
[www.doctordaliaLavon.com](http://www.doctordaliaLavon.com)

## Email

[yourcoach.dalia@gmail.com](mailto:yourcoach.dalia@gmail.com)

## Contact

(847)514-8618

