



JAMES KERR

Author of 'Legacy' - What the All Blacks Can Teach Us About the Business of Life

James Kerr is a bestselling author, speaker and business consultant specialising in defining, designing and delivering change for leaders of world-class teams and organisations. His latest book, *Legacy*, reveals 15 leadership lessons from the All Blacks, the world's most successful sporting team, and his corporate clients include HSBC, Boeing, Raffles, UBS and Shell. In the sporting arena he has also worked with UEFA, Team Origin, the RFU, adidas and the Australian Kangaroos. His key message is that 'higher purpose leads to higher performance' and that successful change begins with a values-based, vision-led, purpose driven mindset - and ends without it.

In *Legacy*, James Kerr goes deep into the heart of the world's most successful sporting team, the legendary All Blacks of New Zealand, to reveal 15 powerful and practical lessons for leadership and business. *Legacy* is a unique, inspiring handbook for leaders in all fields, and asks: What are the secrets of success - sustained success? How do you achieve world-class standards, day after day, week after week, year after year? How do you handle pressure? How do you train to win at the highest level? What do you leave behind you after you're gone? What will be your legacy?

Testimonials

'If you read only one leadership book in your life, make it this one. Brilliant'

- *Kevin Roberts - Global CEO of Saatchi & Saatchi*

'Beautifully written, wonderfully observed, true to the bone. This book is both intelligent and insightful: the perfect 'how-to' manual for effective leadership. Read it.' - *Anton Oliver - Former All Blacks captain*

'It's a very good book. It's about leadership, based on the principles the All Blacks have used in their culture and their identity, and some of the values they live by.' - *Stuart Lancaster - England rugby coach*

'It is the second time I have seen James and the messages that he is able to convey using the examples from the All Blacks are extremely powerful and transferrable into the business environment. The session went down very well with the team.' - *Head of Telecoms, Post Office*