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**FOR IMMEDIATE RELEASE**

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### **ADVANCE PRAISE FOR BE REAL**

*“There is no one better at representing the life of everyday leaders than Dan Mulhern. No one. Be real is full of real stories of real leaders doing real things. The stories will make you laugh, cry, and cheer. Be Real is a must-read for every citizen-leader.”*

- Jim Kouzes, co-author of the leading book on leadership, *The Leadership Challenge*.

*“This book really draws great parallels between being a good parent and a good business leader. I know how hard it is to be both. This book is a must read. Be Real definitely puts things in perspective.”*

- Florine Mark, President and CEO the WW Group (the leading franchise holder for weight watchers)

### **BE REAL: INSPIRING STORIES FOR LEADING AT HOME AND WORK**

*First Gentleman Dan Mulhern releases second book, offers stories to inspire leaders at home, work*

When someone mentions the word “leadership” it usually conjures up thoughts of authority, power and prominence. When we think of great leaders throughout history, many of us might think of past presidents, war heroes or even the CEO of a Fortune 500 Company. But the reality is that leadership comes in many forms.

In his second book, **BE REAL: INSPIRING STORIES FOR LEADING AT HOME AND WORK**, First Gentleman Dan Granholm Mulhern offers everyone, from stay at home parents to busy CEOs, practical leadership advice. This inspirational guide is full of stories and tips for leading more effectively in a wide-range of situations.

“I continue to believe that our best bet is to be unified people, not fragmented in roles, like supervisor, parent, church member,” said Mulhern. “The wonderful challenge and opportunity we have is to lead. Not in some textbook way, but in reality, and in the places that matter, starting with home. I believe these stories will help people to do just that.”

Mulhern draws these parallels from personal experiences. He’s worked in a variety of industries—from his first jobs as paperboy and caddy to his time as a high school teacher, Mulhern found that while the work

was drastically different, the qualities of great leaders remained the same. In **BE REAL: INSPIRING STORIES FOR LEADING AT HOME AND WORK**, Mulhern discusses emerging topics that affect everyday leaders in a conversational style which empowers readers to take action in their own lives.

**DANIEL GRANHOLM MULHERN** is a leadership consultant, coach and speaker who believes in the power of everyday leaders. He has worked in all three sectors - government, nonprofit, and for-profit – and steered hundreds of leaders and organizations to lead with their best. Author of *Everyday Leadership: Getting Results in Business, Politics, and Life*, Dan also hosts a radio talk show called “*Everyday Leadership: Making Work Work*.” Dan is the husband Jennifer Mulhern Granholm, Michigan’s first female governor, who is serving from 2002-2010. They have three children, Kate, Cecelia, and Jack.

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**If you would like to schedule an interview with Dan Mulhern or receive a review copy of *Be Real*, contact Marissa Nelson at 248-891-8170 or [marissa@danmulhern.com](mailto:marissa@danmulhern.com).**

## **SUGGESTED INTERVIEW QUESTIONS:**

In your introduction, you emphasize that the regular Joe is the real leader, how can a stay at home mom, auto worker or student be a leader in their home setting?

They say “home is where the heart is” and your book *Be Real* really shows this. How did your mother and those around you impact the way you see leadership?

Many of your chapters have “reader responses” built in. Where are these from and why did you decide to include them?

You talk about raising adults/leaders as opposed to kids. How do we know we aren’t pushing our children too far or putting too much pressure on them? How do we raise adults without expecting adult outcomes?

What are leadership impostors and what are the internal obstacles in leadership?

To be a leader, you don’t need to be in the spotlight. You talk about leading in what you do often, how can we do that? Where does someone start?

In Chapter 2 you say that “Dinner tables and board room tables have something in common in the 21<sup>st</sup> century.” What do they have in common? Can you finish that thought for us?

How can you manage the pain and stress of leading?

In Chapter 4 you say “all leadership is local,” how is the energy of leadership different based on the community?

What’s getting “hooked?”

You talk about how you energize groups at leadership seminars, what energizes you to lead?

There’s an entry titled “Fat Discriminating Leading,” as a society we are bombarded by messages or social constructs that shape our perceptions. How do you address these in *Be Real*? Are there ways to get around these to continue leading?

What is the spiritual game of leadership?

Chapter 6 is titled “Soul: Faith, Spirit, Heart.” What do you see as the heart and soul of leadership?

A chapter in your book is titled, “Great Leaders Follow and Great Leaders Lead.” What does this mean and what angles did you use to approach this topic?

A reader response from Mick McKeller said “full face listening” what do you think he meant by that?

Dan Mulhern's second book *Be Real: Inspiring Stories for Leading at Home and Work* continues his remarkable journey in showing us all how we can lead more effectively – and enjoy it more.

In *Be Real*, Dan offers **short written pieces that break open leadership and offer practical angles on how to do it better**. Although he's married to a Governor and has functioned in very high level settings, Dan focuses on the aspects of leadership that cut completely across the various levels of authority. Thus, it comes as no surprise that he begins this book with a chapter on Family, which he calls "the most important place where any of us will ever lead." From there he gets to key practices of leadership through chapters on ego and on energy, on challenge and on spirit – always mixing inspiration with authenticity and common sense strategies.

"There is no one better at presenting the life of everyday leaders than Dan Mulhern. No one. *Be Real* is full of real stories of real leaders doing real things. The stories will make you laugh, cry, and cheer. *Be Real* is a must-read for every citizen-leader."

Jim Kouzes, co-author of the leading book on leadership, *The Leadership Challenge*

Dan can write credibly for those he calls "everyday leaders," because he brings a nearly unbelievable mix of experiences to his writing. For instance, he has:

- Worked at jobs as: busboy, caddy, newspaper boy, opinion survey person, union steel worker, non-union shop worker, office custodian, graduate teaching assistant, inner city camp instructor, college speech teacher, high school theology teacher, office administrator, youth services director, executive assistant to county executive, congressional campaign manager, district administrator to a congressman, inner city center director, coach, consultant, entrepreneur, radio host . . .
- Presented or consulted to Little Caesar's, Facebook, Cisco Systems, Google, Ford-UAW, Chrysler, Lear and many more.
- Mentored three different disadvantaged boys over 12 years time
- Chaired the Spouses Leadership Council of the National Governors Association
- Run two – soon-to-be three marathons
- Embraced the support role to his wife Jennifer Granholm, and exulted in the "men's liberation" that allowed him to be the lead parent of their three children.

Dan writes about leadership every week. Follow him on Facebook at DanielGMulhern or through his website: <http://www.Danmulhern.com>.