



ANDERSON  
LEADERSHIP  
SOLUTIONS

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## DAVE ANDERSON

Author of

### Becoming a Leader of Character

*Six Habits that Make or Break a Leader  
at Work and at Home*

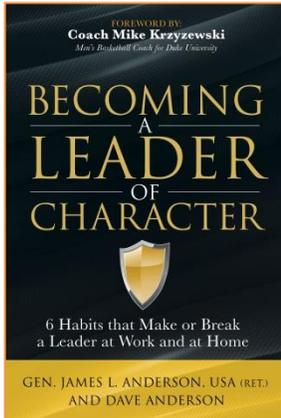
West Point Graduate

Decorated Combat Veteran – Bronze Star

20 Years with Fortune 50 Company

15 Years in Leadership Positions

MBA - Honors in Marketing



**Recent Clients:** General Electric, EOG Resources, East Texas Medical Center, Regions Bank, Sadler's Smokehouse & The Genesis Group

Dave Anderson is a West Point graduate and a decorated combat veteran. He earned a Bronze Star during Operation Desert Storm after leading the fire support team that fired the first laser guided artillery combat mission ever.

Dave spent 20 years in a multi-national Fortune 50 company. He spent 15 years in various leadership positions earning that company's highest sales leadership award 4 times in an 8 year period.

Dave has authored more than 400 articles on leadership and personal growth on his personal website: [www.alslead.com](http://www.alslead.com) Dave also has a syndicated talk radio show, **IMPACT Talk Radio** (iTunes), focused on providing leadership solutions and resources for all leaders at all levels.

Dave has served his church as Chairman of the Elder Board, High School Sunday School Teacher, and Men's Ministry Leader. He is also a hunter, a golfer and a fan of everything his kids are involved in.



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**IMPACT  
TALK RADIO**



THE OVERWHELMED  
**MANAGER'S  
GUIDE**

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"Well done is better than well said." ~Benjamin Franklin



## DAVE ANDERSON - SPEAKER

I truly believe people follow us because of WHO WE ARE and not because of what we can do. Whether I am keynote speaking or leading seminars I am told over and over again, "No one is talking about this stuff, Dave." If other experts do talk about character or integrity, they tell us we must have it, but they rarely explain how to develop character or integrity.

If you want:

- A speaker who provides more than just a sugar high and actually pushes audiences to grow
- A passionate Character Evangelist who challenges the leadership status quo
- A real plan for growing *Leaders of Character* in your midst

Email me to set up an appointment to discuss how I can serve you or your team:

[dave@alslead.com](mailto:dave@alslead.com)

I wrote **Becoming a Leader of Character** (Amazon orders: [bit.ly/LOCBook](http://bit.ly/LOCBook)) with my father General James L. Anderson USA Retired, in response to the leadership crisis in our culture today. Coach Mike Krzyzewski, Ken Blanchard, former West Point Superintendents and Fortune 500 leaders have all endorsed our book.

*Becoming a Leader of Character* at work changes how someone leads at home and in their communities. No other business-based training has more impact on our society than developing leaders. This is how I intend to impact the world my kids and your kids will be inheriting - by helping companies develop the leaders in their midst to become *Leaders of Character*.

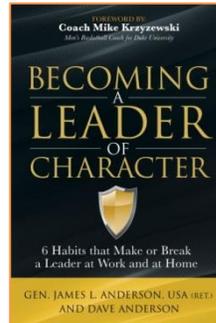
Frequently Requested Topics:

- Becoming a Leader of Character (Most Requested)
- Building Leaders West Point's Way
- The Courage to Lead
- You Can Follow the Rules and Still Be Unethical
- The Integrity of a Leader
- Leading Without a Title
- ACT Like a Leader (Attitude, Communication, Trust)
- The Overwhelmed Manager's Guide to a Winning Culture
- Hiring for Character

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## DAVE ANDERSON - AUTHOR



### Praise for Becoming a Leader of Character:

*“Character is what separates great leaders – whether in sports, business, or any other vocation – from the rest of the pack....I do not know of another father-and-son team better suited to provide us with the Why, What, and How of becoming a leader of character...”*

**Mike Krzyzewski (Coach K)**, NCAA All-Time Winningest Men’s Basketball Coach

*“The world is in desperate need of a different leadership role model – and Becoming a Leader of Character is a powerful guide for leaders who strive towards that goal.”*

**Ken Blanchard**, coauthor of The New One Minute Manager

*“BG(Ret) Jim Anderson and his son, Dave, have written the definitive book on leadership.”*

**LTG Buster Hagenback**, former Superintendent, United States Military Academy at West Point

*“This book is easy to read and applies to all of us. It should be a textbook in businesses, in schools and in our homes that we all learn from.”*

**Matt Moellering**, COO Express Inc. and LL Bean Board Member

*“Wow! What a book – in fact THE book that should be on every modern leader’s desk.”*

**Jeb Blount**, best selling author of People Follow You

*“Well done is better than well said.” ~Benjamin Franklin*