**Flap:**

Can you imagine a choreographer training only one dancer to lead while his or her partner sits in the lobby staring at the wall? Unthinkable? Yet this happens all the time in organizations. Half the partnership is missing.

In *Leadership Is Half the Story,* Marc and Samantha Hurwitz introduce the first model to seamlessly integrate leadership, followership, and partnerships. This research-backed, field-tested book contributes many new ideas and practical advice for everyone in an organization – from CEO to HR director to front-line manager to consultant.

All of us lead, not just those with the formal title. All of us follow, not just front-line staff. In great collaborations, one moment we are leading and then we flip to following; in other words, leadership and followership are dynamic, context-specific, and ever-evolving. This empowering perspective opens up leadership to everyone, normalizes followership, and enables more productive and innovative collaborations. Candid discussions about both roles allow for better coaching, mentoring, skill development, and interpersonal agility that results in stronger teams.

marc hurwitz is co-founder and Chief Insight Officer of FliPskills. He holds a PhD in cognitive neuroscience, an MBA, Masters in physics and math, and combines that with many years corporate, executive and entrepreneurial experience in diverse areas. He is on the faculty of the Conrad Centre for Business, Entrepreneurship and Technology at the University of Waterloo. Marc has been recognized with numerous awards for teaching, academic achievement, speaking, professional training, acting, and poetry.

samantha hurwitz, CPA CMA CHRL, is co-founder and Chief Encouragement Officer of FliPskills. She is a leadership and followership coach, consultant, trainer and writer with twenty-five years of corporate and entrepreneurial experience, including nine at the executive level: Controller of a $6/yr billion organization; IT Executive with a $50 million project portfolio; and Chair of a Strategic Talent Management Program. Sam enjoys helping people have those “aha” and “ahhh” moments.

Marc and Sam live in Toronto and work with organizations all over the globe to fuel collaboration, enhance creativity, and develop today’s essential workplace capabilities: **F**ollowership, **l**eadership, **i**nnovation and **P**artnership skills ([www.flipskills.com](http://www.flipskills.com) and [www.leadershipishalfthestory.com](http://www.leadershipishalfthestory.com)).

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Andrew Martin, Vice President Human Resources, Joey Restaurant Group

“What a gift! This book fills a void that needed filling in the discussion about leadership. And it is done with solid research and practical application.”

Barry Johnson, author, *Polarity Management*

“*Leadership Is Half the Story* is anything but the usual self-help or how-to book.  The reader has a choice to make in embracing the balanced principles of leadership and followership.  If he or she does, we will see an emerging world of business leaders with a growing mastery in building and maintaining an altogether happier and more fulfilling workplace for everyone involved.”  
Bill McLean, Chief Operating Officer and Executive Coaching Practice Leader, Optimum Talent Inc.

“Samantha and Marc Hurwitz truly understand the essence of happy and productive organizations. *Leadership Is Half the Story* is a very important book and an easy read, and it contributes to our knowledge in a kind of fresh, creative way that I have not experienced in similar publications the past number of years. The way that the authors unpack leadership-followership made so much sense and sets this book apart.”

Kobus Neethling, President, South African Creativity Foundation; international best-selling author of more than 90 books

“Sam and Marc have a novel and magic recipe to help us chart our course as we transition from a green intern to the CEO.”  
James McAnanama, Senior Engineer, L-3 Wescam

“At last a balanced view! *Leadership Is Half the Story* is substantive but not stuffy, with wonderful use of examples from other disciplines and life experiences. Who knew that stickleback fish and *30 Rock* could appear in the same work?”

Dr. Liz Monroe-Cook, Clinical Psychologist and President, Monroe-Cook & Associates (Chicago)

“It is refreshing to see a book that draws on numerous practical examples to illustrate the mutuality of the leader/follower relationship in a business context, and the roles and responsibilities that lay the foundation for the types of fruitful partnerships that are critical to agile organizations.”

 Ian Hendry, Managing Partner, Karian & Associates; President, Strategic Capabilities Network

“I enjoyed and got personal benefit from this book! It would be a very good book to purchase for a mentee, or for a member of one’s staff who is moving up to a leadership level. This is an excellent coaching tool to be used in any leadership development program.”  
Janet Pierce, Vice President Education, Certified General Accountants of Ontario

“Samantha and Marc have done an excellent job of weaving together their personal stories, the concepts of leadership and followership that underpin their work, and cases that illustrate how these concepts apply in the real world.”  
Robert W. Jacobs, author, *Real Time Strategic Change*

“*Leadership Is Half the Story* is a breath of fresh air. In this very readable book, Samantha and Marc Hurwitz introduce dozens of innovative and useful insights about the dynamics of effective leadership and followership. But it delivers much more than just theory. It offers practical tips, exercises, and methods for implementing more productive, more creative, and more rewarding collaboration skills. I’ve read hundreds of business books. Most are rehashes. This is a game-changer.”  
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