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**SIMON & SCHUSTER TO PUBLISH
DIVERSITY: LEADERS NOT LABELS BY AUTHOR STEDMAN GRAHAM**

CHICAGO— In the 21st century, your talent and skills will define your value. In his latest book, *Diversity: Leaders Not Labels* best selling author, educator and entrepreneur, Stedman Graham, helps people to transform their lives through the realization that success is based on results, performance and excellence.

Diversity is literally changing the face of our nations. Workers of all backgrounds are merging into a global market place, while businesses are challenged by a shortage of talent and the need to integrate a wide range of cultures. In this global environment, diversity has become a permanent business characteristic. It means opportunities will be plentiful for both people and businesses. We do not have to become a member of anyone else's culture to play a key role – but do have to understand who we are and respect other people's uniqueness in our workforces and communities.

Diversity: Leaders Not Labels takes an historical look at key people and cultures, including Hispanic, Asian, African American and Native Americans, as well as women and people with disabilities. Graham demonstrates how society can define us –labeling- which often keeps people from reaching their full potential. By showcasing individuals who have successfully transcended labels to become leaders, he helps readers begin to move from their history to



carving their own individual pathway to success; one that is based on authenticity as well as the talents and skill they bring to the workforce.

Diversity: Leaders Not Labels helps readers become aware of the need to break out of the box that keeps them from growing to their full potential in order to become competitive. Graham demonstrates that labels have not been effective in helping people advance socially, economically and politically. He wants readers to understand that developing leaders rather than accepting labels is ultimately the best way to preserve culture and create a legacy.

Graham says, “What is most important is breaking through labels and understanding who you are, realizing that everyone brings uniqueness, talents and skills that add value to our experiences, work environments, businesses and communities. When you operate from this perspective, you will emerge in the 21st Century as a true leader to yourself, to others, and to society.”

Stedman Graham is chairman and CEO of S. Graham and Associates, a management and marketing consulting firm based in Chicago. He is the author of nine books including two New York Times bestsellers. His new book 'Diversity: Leaders Not Labels' will be released in fall 2006. Graham is a former adjunct professor at Kellogg Graduate School of Management at Northwestern University, and is currently a visiting professor at several universities across the nation. Active in philanthropy and community work, he is on the international board of Junior Achievement, is founder of Athletes Against Drugs, and is a member of the Economic Club of Chicago.