



# Return on Integrity: The New Definition of ROI and Why Leaders Need to Know It

*John G. Blumberg*

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## **Return on Integrity: The New Definition of ROI and Why Leaders Need to Know It** John G. Blumberg **The New ROI**

In *Return on Integrity: The New Definition of ROI and Why Leaders Need to Know It*, author John G. Blumberg asks CEOs and top leadership to dig deep, to discover the most untapped strategic resource available to you as a leader. It is an intriguing invitation to truly discover the core values you live by and, in turn, to engage an impactful set of core values for the organization you lead.

Core values have been featured in countless books over the last decade, but none has taken the search as deep or has focused on the intersection of leaders' personal values and those of your organization. At this intersection *Return on Integrity* reveals the linchpin of leadership . . . and legacy. Through in-depth introspection and a continual renewal, you can lead your organization beyond profit to a more truthful and fulfilling bottom line.

Core values are not just a guide; they should be the basis of every decision and action in your organization. The new ROI is the value built between personal and organizational core values--a stronger organization built on a stronger base. The new ROI is also the return CEOs and your leadership team experience by living and leading with integrity.

Blumberg clearly demonstrates his commitment to personal and professional integrity and to helping CEOs achieve it. Sample worksheets and agendas guide your progress, as do links to numerous support resources on the author's website. *Return on Integrity* will inspire you to pick up your shovel and start digging deep.

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