

# Endorsements

“In a sea of leadership book after leadership book, this is the one I want you to read. Why may you ask? Ultimately, it’s because Gary DePaul is a great leader, a talented academic mind, a great teacher, an inspirational storyteller, and a cat person. In *What the Heck*, Gary exceptionally brings together his work experience, his studies, and his teaching acumen to truly guide his reader to think through core leadership insights, reflect, and improve. Add to that Gary’s lighthearted and humorous style and you have this book. Read it now.”

**John S. Minutaglio**  
Chief Technology Officer  
Strategic Link Consulting

“I have been saying for years that leadership is both an art and a science, and you have to understand the science before you can paint the portrait of organizational success. Gary’s interpretation of this leadership science is thought-provoking, inspiring, and really a joy to read. While reading these pages, try to imagine how Gary’s leadership approach fits with your leadership style, and in turn, engaging your workforce.”

**Chris Cebollero**  
Best Selling Author  
Motivational Speaker

“*What the Heck Is Leadership and Why Should I Care?* builds on new perspectives in our ever-changing workforce. This is the decade to become relevant and purposeful as we support new leaders, create mentorships, and become change agents to become the leader our society and organizations are seeking now.

Gary’s stories are relevant to what is needed to build a successful journey in leadership today. There is no better time than the present to change, learn, and expand your leadership competencies. His last Book, *Nine Practices of 21st Century Leadership*, is a must-read and his current book provides insight and advice from first-line managers to management to Senior Leaders to the CEO.

There are great leaders whose presence are known, and we are following them now, but we need to re-skill and re-tool those leaders for tomorrow’s challenges and transformation.”

**Janet Foster**

VP Senior Career Consultant

Lee Hecht Harrison

“In his new book, *What the Heck Is Leadership and Why Should I Care?*, Dr. Gary DePaul has done it again! With a bit of humor and candor, Dr. DePaul shares seven leadership principles that can lead both you and your business to remarkable success. Most importantly, the compelling stories, practices, and principles can help the experienced leader, emerging leader, and aspiring leader. This book is a must-read for anyone leading people.”

**Lisa J. Wicker, Ph.D.**

President & CEO, Linwick & Associates, LLC

Publisher, Career Mastered Magazine

“The constituents of the CEO and top corporate executives of all companies have always been very clear and typically include shareholders, employees, and the communities they serve. However, many executive teams have under-invested in their communities, not fully understanding or embracing their potential impact. Today, it is more important for corporate executives to be effective civic leaders. The role of leadership continually rebalances investment required among constituents; thus, the approaches to lead successfully also evolve.

*What the Heck* explains the foundation of today’s leadership in simple terms that all executives and corporate leaders, and aspiring leaders, can understand. Gary embraces and enlightens us with a pragmatic approach that challenges traditional thinking and reties business leadership to social responsibility. No longer can contemporary organizations ignore societal challenges. If executives did what Gary describes, they could begin addressing the societal problems that complicate their goals and business objectives. Gary’s contemporary leadership approaches are a must-read for today’s C-Suite executives!”

**Michael Jones**  
Vice Chairman  
Ranpak Holdings

“It is a pleasure to recommend Dr. Gary DePaul’s new book, *What the Heck is Leadership and Why should I Care?* Gary’s informal writing style and ability to utilize storytelling and humor, make for an easy read and offers useful tips for anyone seeking to learn grow and develop as a Leader.”

**Michael J. LaVallee**  
Managing Partner  
Jobplex, Inc., a DHR International Company

“If you have worked for a great leader, horrible leader, or have the desire to be better at leadership, then this book is a fantastic tool. This is not an academic book about leadership, filled with lengthy theories and pages of how the study was completed to support various principles. Gary introduces concepts with personal, compelling stories. He then clarifies and succinctly provides a digestible explanation. If you are someone that has studied leadership, you’ll discover that this book challenges traditional leadership assumptions. The book is a great investment of time for all leaders and aspiring leaders.”

**Phyllis M. Millikan**

Executive Vice President  
Client Solutions & Partnerships

“Gary DePaul has written a must-read book for those who call themselves a manager or a leader—or who wants to be one. In *What the Heck is Leadership and Why Should I Care?*, DePaul explains the big difference between management and leadership. And, through easy-to-read “that sounds familiar” stories, he shares his seven principles of leadership that you’ll be motivated to incorporate right away.”

**Andrea L. Overman**

Partner & Chief Marketing Officer  
Chief Outsiders

“While I don’t quite share Gary’s passion for cats, I certainly share his passion for leadership! Through a whimsical writing style, memorable stories and the latest research and insights, Gary brings to life the *otherness* of leadership—believing, connecting and collaborating with others, putting others first, giving others control and power, and encouraging others to change and develop. Business leaders would do well to read and apply any number of the many nuggets found in this gem of a book.”

**Andy Fiol**

Executive Vice President

Consumer & Small Business Banking, Fulton Bank

Former Executive at Capital One and Bank of America