

## Perth Author Challenges the 'Richard Branson' Model of Leadership

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You don't need to be Richard Branson, have a PhD or wear a fancy suit to be a leader, claims HR expert, Tammy Tansley, in her new leadership book called *Do What You Say You'll Do*.

Instead, Tammy insists that trust and credibility are the two biggest factors in being a good leader, which put into the simplest terms means 'do what you say you'll do'.

Tammy Tansley, a Human Resource and Industrial Relations expert with over 20 years of experience, wrote the book when she was unable to find a suitable book to refer her leadership coaching clients to.

'A number of my coaching clients were looking for a book that gave them practical leadership tools and solid theory without the waffle of academia and the 'ra ra' of the inspirational books,' said Tammy. 'We couldn't find a book that gave them that balance, so I wrote it myself'

In the book, Tammy talks about the importance of being aware of what you commit to as a leader, and managing the expectations of your stakeholders up-front so that you can build trust and credibility by delivering on those commitments.

One of the texts quoted in the book, the CIPD/ University of Bath report *Experiencing Trustworthy Leadership*, sums this up perfectly by saying, 'what matters in generating trust amongst followers are the everyday actions and behaviours of leaders that demonstrate their essential ability, benevolence, integrity and predictability— drivers of trustworthiness.'

The book also includes examples of what has and hasn't worked for leadership experts and how to apply those learnings to your own leadership journey.

Dr Fiona Wood is one of the leadership experts featured in the book and says that 'leadership based on respect is key in responding under pressure.'

As one of Australia's most innovative and respected surgeons and researchers, Dr Wood has worked with her fair share of teams and notes that leaders should 'respect what the members of the team each bring. Think of yourself as the conductor of an orchestra – the first violin has skills that are essential and different to the conductor.'

Tammy believes competing priorities and constant change are two of the biggest challenges that managers and leaders face in today's society, and therefore discusses strategies on dealing with these challenges in the book.

*Do What You Say You'll Do* is available for pre-order now at [dowhatyousay.com.au](http://dowhatyousay.com.au) for kindle or printed book. A free chapter is available for download also at the above website.

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