



Value Driven Leadership: A Story of Personal and Organizational Transformation

Tom Heuerman

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Tom Heuerman didn't set out to be a change-agent; he just needed a job when he went to work as a District Sales Manager for the Star Tribune newspaper in Minneapolis, Minnesota in July of 1976. Almost immediately, he found himself at odds with the culture that surrounded him. He wanted to quit. But instead he vowed to stay and do everything he could to change the afflicted organization to one that he would be proud to be a part of — and to stay true to his values while he did it. What happened next is the topic of this book.

The stories are true; the lessons are timeless. In this book, you'll discover how value-driven leadership, courage and authenticity can lead to true transformation within an organization. And you'll learn, like Tom Heuerman did, that there is vast untapped human potential available to every organization if we learn how to lead and work differently.

Leading change is risky business. Read what Tom did when confronted with conflict and resistance.

This story was lived out while the newspaper industry sat on the precipice of a rapid decline of readership and advertising rates that led to the bankruptcy of the Star Tribune. Read Tom's Afterword to "Value-Driven Leadership" for his thoughts on the fall and future of the newspaper industry.

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