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## News Release

RELEASE:

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### **COLLEGE STUDENTS HOLD KEY TO NEEDED CHANGES IN LEADERSHIP ETHICS**

#### **LeaderShape Volunteer Sees Changing Attitudes**

CHAMPAIGN, IL, FEBRUARY 1, 2010 – The word “ethics” is generating a lot of news these days, and for all the wrong reasons. From sports to show business, politics to the financial sector, there appears to be a crisis of ethics, a leadership deficit.

Are we becoming less ethical as a nation? Have we lost our moral compass? Or, has our obsession with the 24-hour news cycle simply highlighted the behavior of a few “bad apples?”

Rob Sheehan, Chairperson of the Board of Trustees for LeaderShape, says we should look to today’s college students, the next generation of leaders, for the answer, and he believes we will be pleasantly surprised.

“What we see in our college campus-based sessions is very encouraging,” Sheehan reports. “Young adults, preparing to enter the ‘real world,’ are heading out with a personal vision, a belief that they can take the seemingly impossible, and the will to achieve their goals without compromising their integrity.”

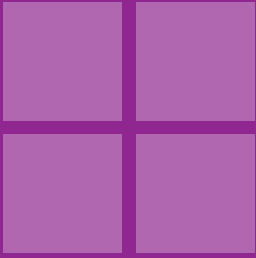
Headquartered in Champaign, Illinois, LeaderShape takes its week-long leadership training and personal development program to more than 60 college campuses annually. In its 24-year history, the non-profit organization that has graduated more than 35,000 college students, teaching them effective leadership skills through a healthy disregard for the impossible, tempered by the highest ethical standards.

“What we’re seeing at LeaderShape sessions is a genuine understanding that core values, thoughtful decisions and courage all play critical roles in ethical decision making today,” Sheehan says.

Through an intensive six-day program, LeaderShape students are immersed in an environment where they are encouraged and challenged to practice new skills, give and receive feedback from peers and faculty, and try new behaviors in an open, supportive atmosphere.

#### **Google Co-Founder Larry Page Among LeaderShape Graduates, Living the Curriculum**

One of the best known LeaderShape graduates is Larry Page, co-founder of Google, who recalled his LeaderShape experience in a 2009 commencement address, saying, “When I was here at the University of Michigan, I had actually been taught how to make dreams real! I know it sounds funny, but that is what I learned in a training program called LeaderShape.”



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While not an official spokesperson for the organization, Page frequently promotes LeaderShape's teachings in interviews, presentations and lectures, citing "a healthy disregard for the impossible" as a key ingredient in Google's inception. In fact, if you Google LeaderShape's "a healthy disregard for the impossible," a key part of LeaderShape's vision statement, seven of the top ten search results are related to the Google story!

Although Page may be the most well-known LeaderShape graduate, and Sheehan is thrilled and thankful for his endorsement, he says countless graduates have taken their training and the values of the organization to work in every walk of life. "Whether they go on to careers in public service, or in the private sector, they report back that through LeaderShape, they discovered a personal passion, revealed a hidden talent or skill, and ultimately set a course toward an ambitious goal."

Sheehan is encouraged by what he sees as a change in attitudes on today's college campus. "Although negative stories are all over the headlines—moral failings, lack of leadership, unethical short cuts—the students we encounter through LeaderShape are taking a much different path—they WANT to take a different path—as they work to become tomorrow's leaders," Sheehan said.

LeaderShape conducts week-long programs at more than 60 colleges and universities across the Country each year. Working in "family clusters" offering an open environment where newfound Independence can be tested and immediate feedback obtained, students describe the experience as "life-changing."

## **About LeaderShape**

LeaderShape's vision is a just, caring, thriving world where all lead with integrity and a healthy disregard for the impossible.

For nearly 25 years, LeaderShape's life-changing personal development programs have provided more than 35,000 college-age adults at more than 60 institutions of higher learning the tools to be outstanding leaders focused on the power of possibility, tempered by the highest standards of ethics.

In today's increasingly difficult and complex times, when extraordinary leaders in every walk of life are needed more than ever, LeaderShape is at the forefront of helping this generation re-invent the world as we need it to be. Learn more at [www.leadershape.org](http://www.leadershape.org)

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