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New Leadership Book by Todd Ordal Teaches Real Lessons About How to Become a Successful CEO

NEW YORK, June 16, 2016 /PRNewswire/ -- Morgan James's new release, *Never Kick a Cow Chip on a Hot Day: Real Lessons for Real CEOs and Those Who Want to Be* by Todd Ordal, takes readers back to the basics, providing straightforward advice in understandable language for achieving success in the business world.

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Most people who become successful business leaders are not rock stars; they are real people who want to be taught to lead in practical ways. Knowing that platitudes and posturing have no valuable place in teaching ordinary people to become leaders, Ordal presents pragmatic, down-to-earth advice on how to work one's way to the top in the corporate world.

While getting started on the journey to success may be important, Ordal explains that the journey does not stop once someone climbs to the top of the business ladder. Maintaining this success requires a good understanding and application of communication skills. Achieving this requires constant effort and determination, but Ordal knows from his experience that this dedication is rewarding.

A list of abstract principles to follow would not be an effective tool to teach leadership lessons. Therefore, Ordal provides real-life examples of how to apply simple methods to increase business productivity and profit. By doing so, he connects the concepts of success and practice in a simple, understandable way.

Aspiring leaders and business students alike will be able to understand and emulate Ordal's advice for success. By providing examples of real people achieving real success in the corporate world, he argues that anyone who aspires to do so can become a CEO.

If you would like more information about this topic, or to schedule an interview with Todd Ordal, please call Nickcole Watkins at 516.900.5674.

About the Author:

Todd Ordal is a former business leader with twenty-five years in management roles who led teams as large as 7,000 employees, was CEO of several companies, and has served on over ten boards of directors. He now helps other CEOs and executives lead better and profit more.

More About This Title:

"Never Kick a Cow Chip on a Hot Day: Real Lessons for Real CEOs and Those Who Want to Be," by Todd Ordal will be released by Morgan James Publishing on May 3, 2016. *Never Kick a Cow Chip on a Hot Day* ISBN 978-1630477202 has 180 pages and is being sold as a trade paperback for \$17.95.

About Morgan James Publishing:

Morgan James Publishing (www.MorganJamesPublishing.com) provides entrepreneurs with the vital information, inspiration, and guidance they need to be successful. Morgan James Publishing, The

Entrepreneurial Publisher™, has been recognized by Publisher's Weekly for three years on their fast growing press list and is reported as being the future of publishing.

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