

Former SU leader offers leadership pointers

by Claire Duffett, Journal Staff

02/03/06: SYRACUSE — Former Syracuse University Chancellor, Kenneth A. “Buzz” Shaw, has published another book on leadership. “The Intentional Leader” is more how-to and less theory, Shaw says, of the utility of his new book.

The book is a tutorial for anyone looking to improve his or her leadership skills. Shaw cites examples from personal experiences that highlight his points. The book is useful for leaders of a variety of institutions, including business, higher education, and nonprofits, he says.

“My thesis is that a democratic country needs millions of leaders, including positional leaders, or those with official titles, as well as millions of informal leaders,” Shaw explains.

The book compiles Shaw’s knowledge from both personal experience and years of reading and learning about the experiences of others.

“I’ve always collected materials and put them into a folder,” he explains.

“The Intentional Leader” explains important leadership skills like conflict resolution, motivating others, decision-making, communication, and leading in a time of crisis. It also includes self-help pointers necessary for a self-aware, competent, and ethical leader.

Executives at Hand Held Products, Inc. found the material in Shaw’s book useful when he presented it to them at their quarterly leadership-development conference, says Kevin Brogan, vice president of human resources at the Skaneateles-based technology firm.

Last Sept. 13, Hand Held invited Shaw to a reception at Skaneateles

Country Club, where the firm kicked off its annual United Way of Central New York fundraising campaign, Brogan says.

Shaw's emphasis on volunteerism and leadership by example coincided with the conference's intentions, Brogan explains. Before the meeting, Kevin Jost, Hand Held's president and CEO, read "The Intentional Leader" and decided that it would be useful for his company's leaders. Every attendee received a copy of the book.

Shaw began working on the book in August 2004 after completing his 13-year stint as SU's chancellor.

James L. Fisher, another former college president and leadership-book author, penned the foreword.

Syracuse University Press first published the 232-page book in August 2005, and it is now in its second printing, Shaw says. The first printing was 1,600 books, while the second printing is 1,200. The book retails for \$19.95.

"The Intentional Leader" is required reading for the two courses Shaw now teaches at SU – an organizational-leadership class for undergraduate seniors in the Martin J. Whitman School of Management and a higher-education course for doctoral students in the School of Education.

Shaw has also compiled comprehensive course readers for each class, made up of articles he has selected as well as an unpublished manuscript of his personal interviews with top university presidents, he says.

Contact Duffett at cduffett@cnybj.com