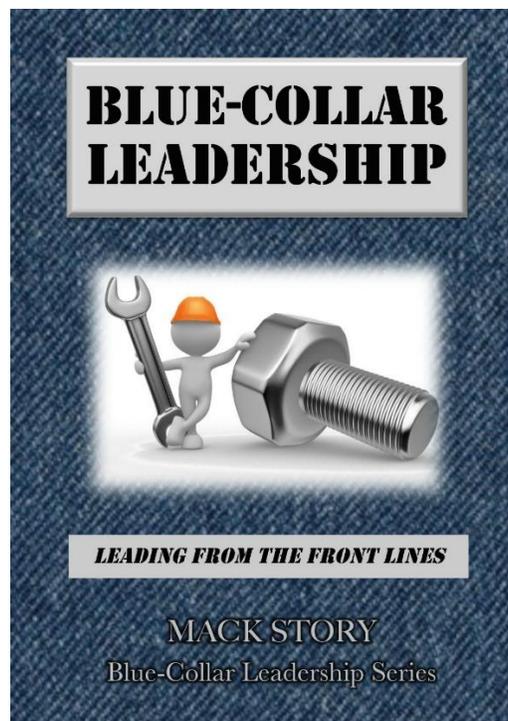


Blue-Collar Leadership Expert Mack Story Is Helping Leaders Unleash Their Blue-Collar Workforce

Leadership Speaker, Trainer, and Author Shares 3 Things Every Blue-Collar Worker Should Know

ATLANTA, Aug. 29, 2016 /PRNewswire/ -- When we invest in the development of those on the front lines, they become equipped to help us improve the bottom line according to Mack Story, author of [Blue-Collar Leadership: Leading from the Front Lines](#).



"Having worked in manufacturing plants for most of my 30 year career, I found Mack Story's *Blue-Collar Leadership* to be a very practical guide for all who aspire to lead, with or without a title. The lessons in the book are organized in 30 easy to read chapters, each only three pages long and chock-full of valuable insight based on Mack's own personal experiences as well as a wealth of pertinent advice from a large variety of credible sources. Mack's approach powerfully compels the readers to take responsibility for their attitudes and actions and create the future that they desire, if they so choose," said Amir Ghannad, Sr. Director – Global People Excellence at Campbell's Soup Co.

On October 25, Story will deliver a four hour workshop on *Blue-Collar Leadership* and Leading Change in Newnan, GA. Approximately 200 Human Resource Managers and Safety Managers from the area are expected to attend the event which will be hosted by the Newnan/Peachtree City Area Employer Committee.

"I am so grateful that you will be able to come and share your incredible life story and encourage others to do the same in their journey," said Carrie Parsons, Newnan/Peachtree City Area Employer Committee board member.

"I wish someone had given me this book nearly 30 years ago when I started my blue-collar career on the front lines. It would have changed my life then. It can change your life now," Story said.

"*Blue-Collar Leadership* will help you separate yourself from the crowd. You will learn how to get noticed by the right leaders and how to get promoted for the right reasons," stated Story.

This message is resonating. Story received the following review from Mark Evans, Aerospace Production Manager at GM Nameplate: "Mack has a special kind of energy he uses to teach influence to people who may not know they need it or even have it and ends up inspiring us all in the process...He is at the same time confident (he knows exactly what he's talking about) and humble (he's a regular down to earth guy). What others try to explain in complexity Mack can state elegantly in just a few simple words."

Story's October 25 presentation will highlight principles for connecting with and engaging the front line, entry-level workforce through leadership development. He will also discuss keys to retaining the top performers.

"When there's a problem in your life, there's usually a solution in your mirror," said Story.

Leadership Expert Mack Story's 3 Things Every Blue-Collar Worker Should Know

Story says, "To excel on the front lines, blue-collar workers must understand the following:

1. **Common sense is never enough.** Common sense means you understand what should be done. However, actually doing it often requires uncommon sense. There's a big

difference between knowing and doing. The difference is often uncommon sense: the ability to do what you know you should do.

2. **Don't ask for a raise. Ask for more responsibility.** Those with common sense ask for a raise. Those with uncommon sense ask for more responsibility. When you take more responsibility, you gain experience and become more valuable. When you become more valuable, you are more likely to attain recognition, a raise, and a promotion.
3. **Positions are overrated.** If you can't lead without a position, you won't lead with a position. If you want to become a front line team member worth following, learn to lead without a position (moral authority). Then, it will only be a matter of time before you are offered a position (formal authority).

"High turnover rates are an indicator of a leadership problem at the top, not a followership problem at the bottom. The best leaders develop those on the front lines. The worst leaders blame those on the front lines," Story said.

About Mack Story

Mack Story is a keynote speaker, trainer, and has led many leaders and their blue-collar, cross-functional teams through over 11,000 hours of process improvement, change, and transformation. He co-founded [Top Story Leadership](#) with his wife, Ria Story. They offer keynote speaking at conferences and on-site training on leadership development, personal growth, change, communication, and teamwork.

Mack has authored [6 books](#) and recently released [Blue-Collar Leadership: Leading from the Front Lines](#) and [Blue-Collar Leadership & Supervision: Unleash Your Team's Potential](#)."

For more information, go to [TopStoryLeadership.com](#) or [LinkedIn.com/in/MackStory](#)

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