

FOR IMMEDIATE RELEASE:

***Blue-Collar Leadership*[®] Series: Unique leadership training and development resource for those on the front line who can help improve the bottom line.**

Leadership resources written specifically for those who are most often overlooked and underdeveloped on the front lines of the blue-collar workforce.

Atlanta, Georgia, August 24, 2016 – The newly released *Blue-Collar Leadership*[®] Series offers something new in the world of leadership - a unique leadership resource for front line support personnel, workers, employees, or associates, and their supervisors, team leaders, or managers.

Written by Mack Story, a former blue-collar factory worker himself, the *Blue-Collar Leadership*[®] Series is attracting attention from a wide range of organizations across many different industries including: A Chick-fil-A Franchise as a training program for their team leaders, Campbell's Soup as a potential resource for developing their front line team members, Marathon Petroleum Corporation is conducting a book study with their contractors, SHRM groups have requested Story to speak, and Bowling Green State University has added it to their MGMT 3610 Human Resource Management class for the coming 2016/2017 academic year.

The *Blue-Collar Leadership*[®] Series currently includes two books. *Blue-Collar Leadership*[®]: *Leading from the Front Lines* was written specifically for front line associates and those who support them; while *Blue-Collar Leadership*[®] & *Supervision: Unleash Your Team's Potential* was written specifically for team leaders, supervisors, and managers of front line associates.

Story says, "When we invest in those on the front line, they are more likely to help us improve the bottom line. What makes *Blue-Collar Leadership*[®] unique is the simple and easy to understand format used to introduce leadership principles that will engage your front line workforce by helping them learn: how to be better team players, how and why they should accept more responsibility, and how to become more valuable and successful as individuals.

Author of 6 books, Story is a leadership expert with more than 11,000 hours effectively leading blue-collar industry leaders and their cross-functional teams through process improvement, change, and cultural transformation. He provides motivational and inspirational leadership development training and keynote speaking.

Visit Blue-CollarLeadership.com to download the first 5 chapters of *Blue-Collar Leadership*[®]: *Leading from the Front Lines*, to learn more about *Blue-Collar Leadership*[®] & *Supervision: Unleash Your Team's Potential*, and to learn more about leadership expert and author Mack Story.

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