GOOD IS NOT ENOUGH

AND OTHER UNWRITTEN RULES FOR MINORITY PROFESSIONALS

MEDIA KIT
“Good Is Not Enough spells out the path for success for those minority professionals who dare to navigate the corporate landscape. Readers would do well to adhere to and fully digest the following unwritten rules: Rule # 1: Read and apply every lesson that Keith Wyche offers. Rule # 2: Never forget rule number one!”

Dennis Kimbro,
author of Think & Grow Rich: A Black Choice

“Good Is Not Enough is a FIRST-RATE BOOK THAT WILL NO DOUBT CHANGE THE WAY MINORITY PROFESSIONALS VIEW THE WAY THEY SHOULD APPROACH THEIR CAREERS. Keith Wyche has left no words unwritten to understanding why ‘good is not enough.'

Lynda M. Dorman, Executive Director/VP,
BET Foundation, Inc.

“Keith’s presentation at our Black Employee Network’s “Position Yourself for Success” Seminar was outstanding! We received numerous notes and emails on the effective delivery of Keith’s content material in which he focused on the importance of mentoring and being mentored. I am confident that as a direct result of his presentation, THE NUMBER OF VOLUNTEER MENTORS IN OUR “MENTOR ME” PROGRAM HAS NEARLY DOUBLED!”

Lakeisha Tutt, BEN VP & Program Manager
Hewlett Packard Company

“If it were not for the counsel and coaching of Keith Wyche, I would not have excelled to the level of excellence and realized the success and personal achievement I currently enjoy. He challenged me to “BE FEARLESS ROLL UP YOUR SLEEVES AND SHOW THEM WHAT YOU ARE MADE OF.” These words along have taken me so far and I am truly indebted to Keith and very thankful to him for his words of wisdom.”

Robbie Terry, Chief Financial Officer
Atlanta, GA

“Keith Wyche dispenses the strategies, insights, and dos and don’ts that will bring you to the next level in corporate America. This book belongs in your briefcase, not on your bookshelf.”

Murray Martin,
CEO, Pitney Bowes

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KEITH R. WYCHE

President, U.S. Operations, Pitney Bowes Management Services
“Mentor to Corporate America’s Minorities”

As President, U.S. Operations, Mr. Wyche, is responsible for directing approximately 8,000 people and operations at the more than 1,000 PBMS client sites and company owned facilities across the U.S. His focus is on driving quality improvements that deliver enhanced customer value. He also drives the PBMS operations plan and ensures that the organization is structured to achieve optimal service performance, financial targets and the overall PBMS growth strategy.

Keith joined Pitney Bowes in 2003 as Area Vice President-Western Operations for Mailstream-The Americas, where he focused on driving customer acquisition and retention strategies to achieve accelerated growth in the company’s Western Region. He consistently improved organic revenue growth and led significant improvements in the cross selling of systems solutions with larger customers. He also was given the added responsibility for managing the Pitney Bowes Employee Development & Performance training facility at Aberdeen Woods in Georgia. His work there led to the creation of several new leadership development programs and an increased emphasis on solution selling.

Prior to joining Pitney Bowes, Keith was Group Vice President for Wireless Sales at Convergys Corporation. He was the lead executive for Convergys’ largest vertical market, and was a key architect in developing the company’s call center operations in India and Canada. Keith’s previous experience includes a variety of senior-level positions at Ameritech, AT&T and IBM.

Keith has been recognized for his leadership by Black Enterprise and Ebony magazines and in 2007 was named a “Man of Distinction” by the National Urban League and one of the “Top 50, Under 50” corporate executives by Diversity MBA Magazine. Recently, Keith was inducted into the Martin Luther King Jr. International Board of Renaissance Leaders along with actor Blair Underwood, Attorney William R. “Billy Martin, the honorable congressman Charles Rangel at Morehouse College, Dr. King’s alma matter in Atlanta, Georgia.

He is on the Board of Directors of both the Executive Leadership Council (ELC), a professional organization consisting of the top African-American senior corporate executives in the U.S., and the National Black MBA Association (NBMBAA). Keith received his BBA from Cleveland State University and his MBA from Baldwin-Wallace College, and is the author of the book “Good is Not Enough: And Other Unwritten Rules for Minority Professionals” published by Portfolio.
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Must-Have Skills
Every Senior Leader Needs

"And Why They Are Even More Important for Minorities"

In today's highly competitive workplace, companies are constantly focused on identifying, recruiting, developing, and retaining the most highly skilled individuals they can. Given the need to compete not only on a domestic level but also globally, most Fortune 500 companies are in a race to develop leaders with the skills, talent, and ability to drive growth, improve financial performance and profitability, enhance innovation, and ultimately increase shareholder value. It is not uncommon for a company to hire retained executive search firms and pay them hundreds of thousands of dollars to find individuals who possess those ideal skills, and place them in senior leadership positions. Unfortunately, many minority managers have no idea what these crucial "hidden" skills required at the senior level are, and as a result they can spend their entire careers locked in mid-level positions. They may erroneously conclude that they are victims of the "glass ceiling," "concrete ceiling," or good-old-boys network,

"Good Is Not Enough is THE GUIDEBOOK FOR MINORITIES OF ALL BACKGROUNDS who aspire to reach the top of the corporate ladder."

NAT IRVIN II,
PROFESSOR OF MANAGEMENT UNIVERSITY OF LOUISVILLE.

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when in fact no one has ever taken the time to tell them what these executive-level skills are, and how to develop them.

**WHAT ARE THESE SKILLS?**

Every senior-level executive has their own personal hierarchy of traits and skills necessary to reach the C-suite, and I will offer several in this chapter. But of all the CEOs I have ever met or worked for, none have been as instrumental in providing me coaching and challenging me to grow as Murray Martin, chief executive officer of Pitney Bowes Corporation. The underlying thread for Martin is leadership, which in today’s fast-paced global environment easily distinguish the good executives from the great. “Over the years I have come to realize that leadership is an action and not a position,” he explains. “Remarkable leaders help move the organization forward by virtue of their personal and professional attributes, not by virtue of where they sit on the organizational chart. These skills are truly leadership in action.” Martin looks for several specific traits when identifying prospective company leaders:

1. **Strategic visioning:** Recognizing the future when you see it.
2. **Execution:** The ability to make things happen.
3. **Authentic leadership:** The ability to engage and energize others.
4. **Flexibility and adaptability:** Being able to manage multiple priorities.
5. **Awareness / political judgment:** The ability to navigate organizational boundaries.
6. **Personal accountability:** Taking ownership of decisions and actions.
Understanding the Principles & Impact of Succession Planning in Corporate America

The Power of Perception: Wielding Your Corporate Image To Your Advantage in the Workplace

Frustrated In Your Career? When to Stay & When To Go

Who Is Your Advocate? Understanding The Role of Mentors & Sponsors in Career Advancement

Still Non-Negotiable: The Irrefutable Impact of Business Reading & Effective Communication Skills

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