



# Never by Chance: Aligning People and Strategy Through Intentional Leadership

*Joe Calloway, Chuck Feltz, Kris Young*

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## Praise for Never By Chance

"Joe Calloway, Chuck Feltz, and Kris Young have joined forces to write the book that senior management at companies large and small have been waiting for. Highly readable, loaded with innovative ideas and filled with seminal insights from both a consulting and CEO perspective, *Never by Chance* lays out a plan for aligning people and strategy to dramatically improve market share and ROI. If you're going to read one business book this year, this is it!"

—Kevin J. Clancy, PhD, Chairman, Copernicus Marketing Consulting

"Never by Chance is a real-world, pragmatic guide to authentic alignment, vision, and strategy. If you want to create enduring value for your customers that drives shareholder value, then read this book. A great read that lays out a foundational approach to aligning people, resources, and strategy."

—Kevin Cashman, Senior Partner, Korn/Ferry Leadership & Talent Consulting; bestselling author of *Leadership from the Inside Out*

"Calloway, Feltz, and Young offer a fresh perspective on what it takes to drive business strategy to its successful conclusion. This is a compelling contribution to the literature on the application of strategy and the importance of those things that really matter. It's a must-read for all those who labor in the vineyards of corporate America and those who aspire to it."

—Benjamin Ola. Akande, PhD, Dean, School of Business and Technology, Webster University

"Everyone ends up somewhere, but few end up somewhere on purpose. Doing things on purpose and for a purpose are critical to business success. *Never by Chance* makes a compelling case for intentional leadership in bringing all of a company's resources to bear on delivering the stakeholder value your organization exists to provide."

—Steve Tourek, SVP and General Counsel, Marvin Windows and Doors

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