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Contact: Kristen Schremp  
[kristen@kaspublicity.com](mailto:kristen@kaspublicity.com), 703.928.5527

***Can Following Your Instincts Secure a Spot in the Corner Office?  
Two Former Corporate Presidents Reveal the Skills That Propelled Them  
to the Top***

***“An insightful, practical guide to achieving a winning management style.”***

—Jerry Langley, Mendoza College of Business, University of Notre Dame

Washington, DC—Scott Aylward and Pattye Moore didn’t have MBAs or inside contacts to get them to the top echelon of corporate America. In fact, as they reveal in their new book, *Confessions from the Corner Office: 15 Instincts to Help You Get There*, they relied on their instincts for guidance on treating people with respect, managing relationships, and leading with integrity. In their book and through their speaking and consulting they encourage executives and up-and-coming leaders to develop and nurture their own business instincts—which they contend have been blatantly disregarded or even forgotten by many leaders as they claw their way to the top.

*Confessions from the Corner Office* is anything but the standard business book penned by executives dozens of years removed from the trenches. Aylward and Moore, who have been called the “Will and Grace of the business world,” share the lessons learned from their fifty years of combined work experience. Most of these lessons took place on their way to the corner office, not in it. The authors are not afraid to expose current management practices they find appalling, bust a few stereotypical myths of what makes a good leader, and share their business instincts, personal struggles, and insights with humor. They present a “take no prisoners” approach while providing a refreshing look at the “soft skills” of business leadership.

Aylward and Moore admit that in addition to honing their instincts, they have a “secret weapon” that fueled their success—each other. They coined the phrase “corporate soul mate” to describe this unique partnership, which they believe can help others as it did them. This novel approach transcends the traditional advice of finding a mentor; the authors contend that something more is needed to succeed—a soul mate—and they detail how to find and utilize one. Not only did Aylward and Moore’s partnership help their careers, but it also led to record growth for both their companies. Aylward became chairman and CEO of Barkley Evergreen & Partners, the country’s largest employee-owned advertising agency, and Moore became president of Sonic Corporation, the parent company of Sonic Drive-ins, the largest drive-in restaurant chain in the U.S.

Aylward and Moore also use humor to illustrate the 15 essential “Corner Office Instincts.” Readers will relate to chapter titles such as:

- Of Course I Want Your Opinion—As Long as It Is the Same as Mine
- Oops, and Other Important Words to Lead By
- Get Married Again—Your Spouse Won’t Mind

*Confessions from the Corner Office* is the ultimate guide to the leadership skills you need to get to the corner office—and stay there.

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**For more information on the book, or to schedule an interview with the authors,  
please contact Kristen Schremp at [Kristen@kaspublicity.com](mailto:Kristen@kaspublicity.com) or 703.928.5527**