

PRESS RELEASE

Optimum Associates publishes new Ebook on Leading during the COVID-19 Pandemic – written by John Futterknecht and Marty Seldman

HOLLYWOOD, FL – June 18th, 2020 — Optimum Associates, an industry leader in executive coaching and leadership development, today announced the launch of their new ebook ***“Leading in the New Normal: An Executive Coach’s Guide to Leadership and Sustainability During the COVID-19 Pandemic”*** written by company co-founders John Futterknecht and Dr. Marty Seldman. The ebook is available for download [here](#).

“Most of us in the global business world are settling into the altered landscape created by the COVID-19 pandemic. As we adjust to this new normal, we need to adapt our way of working and leading so that we can not only be successful today – but sustain it long-term.” said John Futterknecht, President and Co-Founder of Optimum Associates. “Having a well thought out plan is critical in our ability to sustain leadership success in this new normal. And that is what the ebook is designed to do, helping leaders create their own action plan for leading successfully during the pandemic”.

Based on the training and coaching that John and Marty have done since the COVID-19 crisis emerged, they put together this Coaching Guide which shares the essential insights, skills, and strategies that have been proven successful. It is designed to help leaders create a personalized Leadership Plan focused on 3 core areas:

- Strengthening Resilience and Maintaining Self-Care
- Mental Toughness: Owning their Leadership Mindset
- Leading and Inspiring their Virtual Teams

To download the Leading in the New Normal ebook, visit

<https://optimumassociates.com/resources/brochures/download-leading-in-the-new-normal-ebook/>

