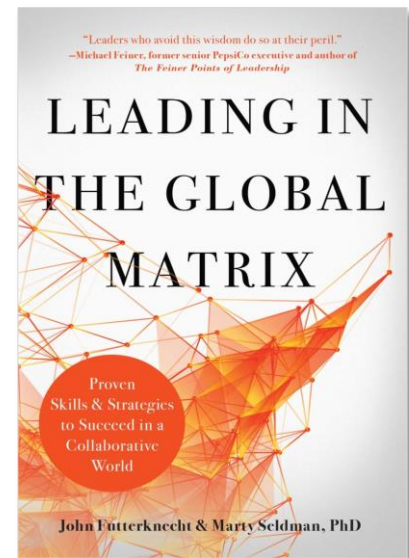


## PRESS RELEASE

# Optimum Associates announces new book on Leading in the Global Matrix – written by John Futterknecht and Marty Seldman

**HOLLYWOOD, FL – January 28<sup>th</sup>, 2020** — Optimum Associates, an industry leader in executive coaching and leadership development, today announced the official launch of their new book ***“Leading in the Global Matrix”*** written by company co-founders John Futterknecht and Dr. Marty Seldman. The book, published by BenBella, is now available on [Porchlight Books](#) and [Amazon](#), as well as other retailers.

"This is an exciting time for us with the launch of our new book," said John Futterknecht, President and Co-Founder of Optimum Associates. "We have been privileged to work with some of the world's largest companies over the past 35 years. Through our individual coaching engagements we have witnessed first-hand which skills and strategies are most critical to success in a highly integrated and collaborative world, and now we are sharing them through this book."



Leading in the Global Matrix offers a real-world perspective of working in an organizational matrix structure while using examples from the John and Marty's actual coaching of business leaders. This book tackles the critical, "unspoken" dimensions that are often underestimated and unaddressed in the global business world, helping readers learn how to:

- Cultivate a Matrix Mindset
- Build and Maintain Trust
- Network in the Matrix
- Align with Stakeholder Priorities
- Understand Power Dynamics
- Enhance Communication Skills
- Elevate their Impact in Meetings
- Move from Functional Expert to Strategic-Thought Partner
- Demonstrate Cultural Savvy
- Coach and Provide Feedback to Others

With concrete action plans, readers can implement what they learn in the book into their everyday work lives. ***Leading in the Global Matrix*** encapsulates field-tested advice to help leaders and their teams unlock their full potential, allowing the matrix to finally deliver on its promise.

To learn more about the Leading in the Global Matrix book, visit <https://optimumassociates.com/resources/books/leading-in-the-global-matrix/>