



**THE HUMAN FACTOR, Inc.**

...optimizing human assets to achieve organizational success

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## **FOR IMMEDIATE RELEASE**

### **YOU WILL WANT *MORE THAN A MINUTE* TO SIT DOWN AND READ THIS UPCOMING BEST SELLER**

CEO of The Human Factor, Holly Green, Lays Out How to Thrive as a Modern Day Leader  
or Manager in Her New Book Hitting Shelves This Fall

**SAN DIEGO, California** (April 2008) – With today's bookstore shelves loaded with books and guides on management and leadership, who wants to take the time to pick up another – until now. Holly Green's new look and valuable tools, tips and insights on how to take action in order to become an effective leader and manager in today's changing world is exactly what employers and employees have been waiting for. As CEO of The Human Factor, Green knows that it takes more than theory to be successful at leading a company, which is exactly what her book, *More Than a Minute*, communicates.

Green provides a refreshing view of the original 'secrets' of effective managers explored in Ken Blanchard and Spencer Johnson's, *The One Minute Manager*, written more than 25 years ago. As former President of The Ken Blanchard Companies, Green worked closely with Ken Blanchard and actively applied the three principles outlined in his book. However, Green realized first-hand how different the workforce and corporate environments of today are and knew it was time again to look at the basics of managing and leading.

"Holly's greatest asset is her unique ability to bring all of us along in her perpetual pursuit of the best answers," said Joel Kocher, the former President of Dell Computer & current strategic advisor. "Using her tools and processes, I have watched her effectively convert 'stuck in the mud' management teams into aggressive first movers who regained their competitive edge."

*More Than a Minute* offers up to date methods and practices to prompt thinking required to address today's challenges. It includes simple reminders to review, as well as checklists and frameworks so that one can develop the type of skills required to meet the demands of the modern world. Unlike



many other management books, it is based on time proven practices and actual business application with companies around the globe.

Green's book is not about the theory of leading and managing, but rather the 'doing' in today's context. With top executives already eagerly awaiting its release and pre-orders available, ***More Than a Minute*** is sure to become the next business bible for leaders and managers in companies of all shapes and sizes.

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### **About Holly Green**

*Holly Green, CEO of THE HUMAN FACTOR, Inc. has experience as a CEO, board member and consultant to FORTUNE 500 companies and start-ups alike. She has been an employee and consultant for multinational corporations including The Coca-Cola Company, AT&T, Dell Computer, Bass Hotels & Resorts, Sony Electronics, BD, Expedia, Inc., RealNetworks, Microsoft and Google.*

*She was previously President of The Ken Blanchard Companies, a global consulting and training organization as well as LumMed, Inc. a biotech start up. Holly is known as someone who gets things done and has led turnarounds as well as hyper growth organizations.*

*Holly is on the staff at Webster University teachings courses in the graduate program and is an Executive Faculty Member at the University of California, San Diego's Rady School. She is a member of the Chairman's Roundtable and California State, San Marcos Center for Leadership, Innovation & Mentoring.*

*Holly lives in San Diego, California and is married with two beautiful children.*