

SAN DIEGO, CA, March 31, 2014 **/24-7PressRelease/** -- Leadership expert, Will Marre, just concluded a provocative speech at the ABC Leadership Forum on how to avoid leadership failure in an industry undergoing radical change.

Speaking to CEOs of medical devices and blood products companies Marre said, "Successful 21st-century leadership is radically different than past models. " He continued, "For most of you it seems like you're running World Book Encyclopedia on the day Google launched the search business. What you need now is big, fast change and nothing less."

Marre went on to tell stories of his recent experiences helping large companies resurrect growth using the three new rules of leadership.

Max Doleh, CEO of Sigma Blood Systems said, "Marre laid out an entirely new way of thinking about leadership that gives you the power to create a culture to deal with big competitors and new disrupters. He has a very original point of view."

About Will Marre:Will Marre (willmarre.com) is the co-founder and former president of the Covey Leadership Center, which brought The 7 Habits of Highly Effective People to millions worldwide. Today he is CEO of the REALLeadership Alliance, which conducts ongoing research on business innovation strategies of today's most admired leaders. Will's primary work is coaching and partnering with CEOs using a proprietary process--5 Star Leadership--to thaw frozen bureaucracies, heat up agile cultures and bring women to the top...all vital to winning in a fiercely competitive marketplace.