

AVAILABLE FOR INTERVIEWS

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**Interview Donald Lee Sheppard, author of *The Dividends of Decency* on:
HOW DOING THE RIGHT THING *IN* BUSINESS IS ALSO DOING THE RIGHT
THING *FOR* BUSINESS
— The importance of values-based leadership in Trump’s America**

When former executive and successful entrepreneur Donald Lee Sheppard awoke the morning after the 2016 U.S. presidential election, he was horrified to learn that Donald Trump had become the 45th president of the United States. Committed to strong business principles and ethics throughout his varied career, Sheppard was concerned about the role model that Trump as a businessperson—and now the most powerful person in the world— would present to corporate America, and to broader society in general.

Growing from modest beginnings, Sheppard quickly rose through the ranks of major international companies dealing with employee benefits programs before launching his own nation-wide employee communications consulting firm, Sheppard Associates. Reflecting on his business achievements, he drafted his part business manifesto, part memoir, *The Dividends Of Decency: How Values-Based Leadership will Help Business Flourish in Trump’s America* [Figure 1 Publishing, April 2018]. With personal experiences, colorful anecdotes and specific guidelines he provides proof that rejecting Trump’s disreputable practices and adopting values-driven business methods makes a positive impact on every corporation’s bottom line.

“As someone who chose America as my home and rose from a deeply disadvantaged childhood to an enormously successful career,” Sheppard said, “I occupy a special position from which to criticize Trump’s business activities. Having experienced many personal struggles to share in the American Dream — a drastic difference from the upbringing of President Trump — my aim is to share with other American businesspeople how they can counter the Trump influence to ensure a brighter business, and societal, future for all of us.”

With select availability for interviews and commentary leading up to and around the release of *The Dividends of Decency*, Sheppard — with poise, honesty and a keen understanding of the true value of business ethics — can discuss:

- Why Trump’s business model doesn’t work, and the lasting impact it could have on our future
- The critical connection between principles and profitability, and how a leader can ensure they’re implementing values-driven business practices
- His Win-Win-Win model and where it plays the most important role in today’s businesses

- How to implement values-based leadership at any level of a business, from start-up to large corporations
- Why diversity is the key ingredient for success
- How integrity determines the difference between leaders and rulers
- Why you should always be more valuable to your employer than they are to you
- His tales of personal achievements despite serious obstacles – such as choosing to participate in Ironman triathlons without being able to swim (he learned how, then complete three triathlon events in a row)
- And much more!

Donald Lee Sheppard is an everyday man from humble beginnings in a Northern Ontario mining town. During his career as an executive, entrepreneur, and philanthropist, he was rapidly promoted through the ranks at companies such as Manulife, Mercer, and Johnson & Higgins. Later, Sheppard built and sold his own employee communications consulting firm, Sheppard Associates. Currently the CEO of Sheppard Properties, LLC, he also rode in a cross-country cycling fundraiser and has had a significant positive impact on youth soccer in America, receiving several awards for outstanding community service.

Learn more about Sheppard at www.donsheppard.com, and connect with him on Twitter at [@DonSheppard2012](https://twitter.com/DonSheppard2012), [LinkedIn](#), and [Facebook](#).

***The Dividends of Decency* is currently available for pre-order on Amazon and can be purchased wherever books are sold as of April 14, 2018.**

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