

**YOU LEAD,**

**YOU FOLLOW**

*Making all the right moves in the corporate world!*

**Robin E. Silas BSA, MSA**

# WHAT IS KEEPING YOU FROM SUCCESS?

...FEAR?

...TIMIDITY?

...JEALOUSY, RAGE, ANGER?

One answer applies to all:

# YOU!



Whenever you stumble, it is over your own feet. And you are the architect of your own success too.

Author and entrepreneur Robin Silas, in his new book, *YOU LEAD YOU FOLLOW*, explains the simple formula for success in the workplace, in relationships, in life:

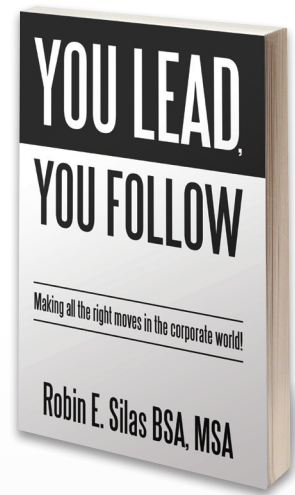
- Do your best!
- Surround yourself with wonderful people!
- Don't blame others – you have only yourself to blame!

**LEARN THIS AND MORE IN THE LATEST, GREATEST, SMALLEST BUSINESS BOOK OF 2010 – YOU LEAD YOU FOLLOW.**

# WHY EVERYONE MUST GET ALONG

Home care exec and entrepreneur Robin Silas releases a great book about corporate culture.

*Please consider looking through this quick-read title and offering your thoughts, feedback or comments for use as a testimonial.*



If you've got 30 minutes, check in with Robin Silas's new book on corporate culture, **YOU LEAD, YOU FOLLOW: MAKING ALL THE RIGHT MOVES IN THE CORPORATE WORLD!**

"Corporate culture is as basic and as essential as human nature," says the CEO of Silas Home Care and metro Detroit resident. "Not only must companies accept its presence and respect it, they must drive the culture so that everyone is productive, efficient and successful."

Silas has nearly two decades of experience in business leadership, customer care and working with a team of co-workers. Drawing upon his years in the medical and home health care industries, he created **YOU LEAD, YOU FOLLOW** from lessons he's learned and is now sharing these lessons for other companies to use as a springboard toward success and company cohesion.

In 12 short chapters, Silas explains how analyzing and understanding one's surrounding corporate environment can aid in creating an optimum workplace. Creating a public image, owning body language and

engaging in proper dialogue are some of the issues addressed in the book.

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**If you plan on succeeding in the workplace, you must read *YOU LEAD, YOU FOLLOW*. It will transform your attitude and prepare you to advance in the work force.**

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Silas believes perception is paramount and being adequately prepared helps people climb the corporate ladder.

Robin E. Silas, BSA, MSA has been in the medical service sector since 1993. In 2004, he launched his first corporation, Silas Home Care, Inc., a care provider for Medicare recipients, and expanded it to Silas Home Care Services, Inc., in 2006, which

now includes both Medicare clientele and private duty customers. He serves as President and CEO.

Silas is a recipient of the 2005/2006 National Republican Congressional Committee (NRCC) Businessman of the Year award. He holds a Bachelor of Science degree in Administration and a Master of Science degree in Administration, with concentrations in organizational administration and leadership, all from Central Michigan University, where he graduated with honors.



**YOU LEAD, YOU FOLLOW: MAKING ALL THE RIGHT MOVES IN THE CORPORATE WORLD!**  
*is now available for purchase at Barnes and Noble, Amazon.com and other online retailers.*

[www.robinsilas.com](http://www.robinsilas.com) | [www.facebook.com/youleadyoufollow](http://www.facebook.com/youleadyoufollow)

Robin Silas is available for interviews and speaking engagements involving his new book:

**YOU LEAD, YOU FOLLOW: MAKING ALL THE RIGHT MOVES IN THE CORPORATE WORLD!**



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# REGARDLESS OF YOUR POSITION, YOU CAN STILL BE A CHANGE AGENT. YOU CAN BE A LEADER.

Do not be fooled into thinking there is no such thing as corporate culture. It exists, and it always will. It will live on as long as human nature exists. Know that it is real and that you must not only accept its presence, but respect it as well. The corporate culture is the most powerful invisible force that controls the decision-making process of every single person in the corporation. Master the art of wielding the culture and it will immortalize you.

The corporate culture establishes the "rules" that are the governing guidelines of any organization. "Do this, but not this," and so on. They are never really explicitly explained; they are perceived by individuals. Here is question number one: Is your interpretation of what is happening the same as the person's next to you or even the same as everyone else in the room? Do not rely on your own interpretation of events and body language to determine corporate culture: clarify by dialogue, not chit-chat.

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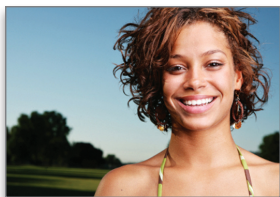
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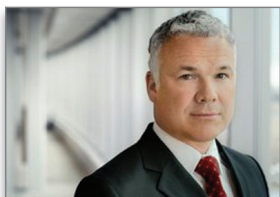
#### THE PRICE OF OPPORTUNITY

We are faced with opportunity every single day. With each choice, we make or break our success. For the price of a meal or two gourmet cups of coffee, you can buy inspiration, wisdom and the key to success! And it's a quick read - in 30 minutes, you'll enhance your perception, your drive to succeed and your attitude. **YOU LEAD, YOU FOLLOW** costs only \$10!



#### PERSONAL BENEFITS

In just 30 minutes you will enhance your perception of employment and personal goals. **YOU LEAD, YOU FOLLOW** will enrich your knowledge of corporate life and get you to your destination!



#### CORPORATE BENEFITS

Today's global economy requires a solid work force. **YOU LEAD, YOU FOLLOW** can add the edge your corporation needs to have a strong productive workforce.

## YOU LEAD, YOU FOLLOW: MAKING ALL THE RIGHT MOVES IN THE CORPORATE WORLD!

*is now available for purchase at  
Barnes and Noble, Amazon.com  
and other online retailers.*

[WWW.ROBINSILAS.COM](http://WWW.ROBINSILAS.COM)

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other readers and  
speak directly with  
Robin himself.



[WWW.FACEBOOK.COM/  
YOULEADYOUFOLLOW](http://WWW.FACEBOOK.COM/YOULEADYOUFOLLOW)

**TO SUCCEED IN THE WORKPLACE, YOU MUST READ *YOU LEAD, YOU FOLLOW*.**  
It will transform your attitude and prepare you to position yourself for advancement in the work force.