



The more you know, the more you dare®

## Savoir-relier™, a valuable framework for business leaders

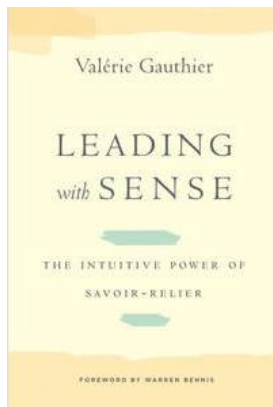
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[International Book Release]

*Leading with Sense: The Intuitive Power of Savoir-Relier*

By Valérie Gauthier, published by Stanford Business Books

Today's business environment demands a new approach to leadership, one that effectively connects individuals and organizations in the midst of change. *Leading with Sense* offers a new, practical approach to meeting this challenge. Drawing on her experience as a poetic translator and her expertise in cross-cultural leadership, Valérie Gauthier, Associate Professor at HEC Paris, outlines the tenets of savoir-relier™: a framework for building sensible, trustworthy, and lasting relationships that enables leaders to value difference, work across boundaries, and navigate complex systems.



Savoir-relier™ teaches leaders to tap into their senses in the midst of strategizing, allowing them to act intuitively and rationally at once. Few leaders dare to claim that their "gut feelings" are critical to their decisions. But, by engaging their intuition, they are able to draw on experience, better appreciate their environment, build confidence, and summon the courage to tackle the task at hand.

Jean-Paul Agon, Chairman and CEO of L'Oréal, and HEC alumnus, says: "I found a new voice for leadership in this book. It paves the way to enriched personal relationships between business and consumers. Valérie Gauthier encourages entrepreneurs and leaders to value open and sincere dialogue, and to drive innovation that builds on sense. Savoir-relier™ will deliver the humanity that our digital world needs."

Please visit <http://savoir-relier.com/> for more information.

### About the author

Valérie Gauthier is Associate Professor at HEC Paris where she was also Associate Dean of the MBA program; she has been Visiting Professor at MIT Sloan and NYU Stern.

Drawing from her expertise in psychology, linguistics and poetic translation as well as leadership and cross-cultural relationships, Valérie Gauthier has built relational communication and leadership development programs in schools (HEC, MIT Sloan, NYU Stern) and in companies (L'Oréal, LVMH, Pernod Ricard, P&G, Sanofi, Véolia...).

### About HEC Paris

Specializing in management education and research, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters programs, MBAs, PhDs, Executive MBAs, TRIUM Global Executive MBAs, and open-enrolment and custom executive education programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC is itself a founding member of ParisTech and Université Paris Saclay. It boasts a permanent faculty of 110 professors, more than 4,000 students and over 8,500 managers and executives in training each year.

HEC Paris was the number one ranked business school overall in the 2013 Financial Times European Business School ranking.

Press Contact: Leyla Douci-Habane +33.1.39.67.94.23 - douci@hec.fr