

## ***Leadership Lessons from the Volkswagen Saga*** **by Steven Howard**

The Volkswagen diesel emissions test cheating scandal and its various offshoots have had a far-reaching impact on a wide range of parties.

This impact has been financial, environmental, political, and regulatory. The parties affected include car owners, Volkswagen's leadership team and employees, shareholders, car dealers, government officials, regulatory agencies, the media, the automotive industry, and even the Made-in-Germany brand.

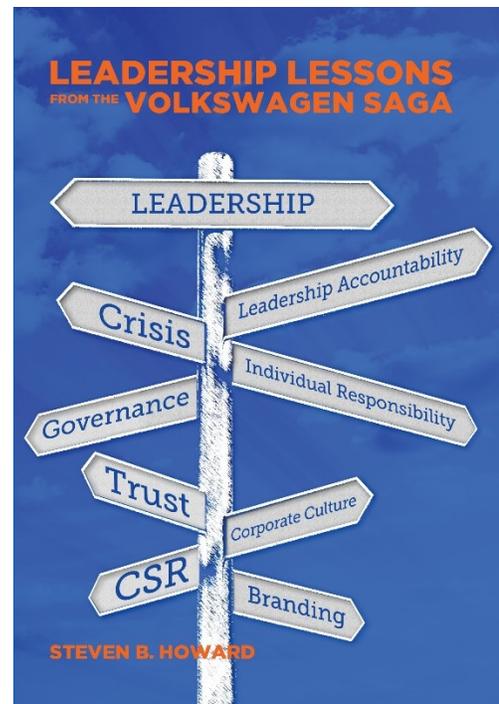
To date, Volkswagen has been assessed or agreed to over \$24B in fines, penalties, and compensatory payments to car owners. One Volkswagen employee is serving an 18-month jail term in South Korea. Another is awaiting sentencing in the U.S. after a plea bargain arrangement. A third sits in a U.S. jail thousands of miles away from his home in Germany pending his own trial or plea bargain agreement. Five of their colleagues in Germany have been indicted on felony charges by a U.S. grand jury and have been warned not to leave the country.

The Volkswagen Saga is a story of deliberate corporate malfeasance that has impacted the automaker's car brands, leadership structure, governance, corporate reputation, current and future financial results, and its corporate culture.

It is a story full of leadership lessons on corporate governance, branding, crisis communications, corporate responsibility, and individual accountability relevant to leaders of any size organization.

***Leadership Lessons from the Volkswagen Saga*** nails the teachings and learnings stemming from what is now the benchmark for corporate cheating and corporate scandals.

*Leadership Lessons from the Volkswagen Saga* is the first book to be published on the automaker's emissions test cheating scandal. The book is now available on Amazon in both Kindle (\$8.88) and paperback (\$18.88) formats.



## **About the Author**

Steven Howard specializes in creating and delivering Leadership Development curriculum for frontline leaders, mid-level leaders, and high-potential leaders. For over 30 years he has delivered leadership development programs in the U.S., Canada, Australia, Europe, and Africa to numerous organizations and institutions.



He is well-known and recognized for his truly international and multicultural perspective, having lived in Singapore for 21 years, Australia for 12 years, and in the USA for 27 years. He currently resides in Southern California.

Steven is the author of 18 leadership, marketing, and management books and the editor of four professional and personal development books in the Project You series.

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