



On a mission to make a difference

## PRESS RELEASE – for immediate release

### Why Calm, Consistent Leadership Matters More Than Ever

New book, *If Bears Did Leadership*, offers a reflective alternative to performative leadership



**[London, UK, 2026]** In a world where leadership is often loud, performative, and driven by constant urgency, *If Bears Did Leadership* offers a quieter, kinder, more human alternative.

Written by Karl Wood, who has nearly three decades of international people and culture leadership experience, *If Bears Did Leadership* draws on twelve timeless lessons from the forest to explore what effective leadership really looks like in modern workplaces. Through illustrated stories, reflective prompts, and practical insights, the book invites leaders to reconnect with awareness, courage, adaptability, and care – qualities often overshadowed by status and speed.

Rather than presenting leadership as a set of rigid frameworks or theories, Wood uses the natural behaviours of bears as metaphors for everyday leadership challenges. Each chapter blends simple storytelling with grounded professional experience, encouraging readers to reflect, experiment, and practise leadership in ways that feel authentic and sustainable.

Beautifully illustrated by David Hallangen, the book is designed to be both a lasting resource and a thoughtful gift. Each of the twelve themes includes a four-week cycle of insights, prompts, and practical actions, making it suitable for individual reflection, team discussion, and leadership development programmes.

The foreword is written by Dr S. Y. Quraishi, former Chief Election Commissioner of India, whose experience leading one of the world's largest democratic institutions brings additional depth and authority to the book's focus on ethical, humane leadership.

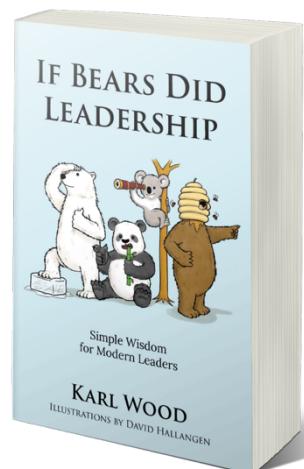
Karl Wood MBA, Chartered FCIPD, FCPHR, brings more than thirty years of international experience across luxury hotels in the United Kingdom, the United States, Australasia, and Europe. Through his consultancy, WINC HR, he supports leaders and organisations to create workplaces where people feel proud to belong and performance naturally follows. *If Bears Did Leadership* is his first book.

Karl says, "I wrote this book as a reminder that leadership is not about performance or volume, but about presence. Often, the most important work a leader does is slowing down enough to notice what really matters."

Early praise describes the book as "an end-to-end personal growth manual for managers who aspire to become leaders," highlighting its emphasis on reflection and real-world application.

Ten per cent of every sale is donated to WWF UK via Work for Good, supporting wildlife conservation and habitat restoration.

*If Bears Did Leadership* is out on 27th February 2026 and is ideal for leaders, managers, HR professionals, and organisations seeking a calmer, wiser approach to leadership.



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*"For any leader who wants to be effective and deeply human in how they show up, this is a book you will keep coming back to."*

– Magne Hansen  
Leadership Dynamics Specialist, Shift360

## About the Author

Karl Wood MBA, Chartered FCIPD, FCPHR, is an author and senior people and culture leader with over three decades of international experience across luxury hotels in the UK, US, Australasia, and Europe. Through his consultancy, WINC HR, he works with leaders and organisations to create workplaces where people feel valued, engaged, and motivated, and where strong performance flows naturally.

## Notes

- *If Bears Did Leadership* by Karl Wood
- Published by Book Brilliance Publishing
- Launch date: 27th February 2026
- Paperback | RRP £12.99 / US \$18.99 / €14.99 | ISBN 978-1-917534-11-6
- Pre-order from <https://wincwire.kit.com/if-bears-did-leadership>
- Available for pre-order and purchase on Amazon, Gardners, and all good bookshops
- For interviews, articles, speaking engagements, or expert commentary, please contact: admin@bookbrilliancepublishing.com



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