

New Book: People First Argues That Human-Centric Leadership Is the Real Competitive Advantage in the Age of AI

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As artificial intelligence (AI) transforms the workplace at unprecedented speed, a new book by organisational psychologist and leadership advisor Dr Siegfried Hoenle makes a compelling case that the future belongs not to leaders who rely on technology alone, but to those who put people first. The author puts forward a powerful proposition that workplaces where people thrive are the ones that deliver the strongest and most enduring results, differentiating *People First* from other AI titles. Dr Hoenle is the founder of Talent & Leadership Solutions, with clients who include multinationals such as UBS, Takeda, Allianz, Merck, Coca-Cola and Swiss Re.

At the heart of the book is a simple but powerful message: organisations flourish when leaders help people flourish. Technology cannot replace human judgment, empathy, creativity and moral courage. Drawing on decades of executive experience, scientific research and real-world case studies, Dr Hoenle offers leaders a practical framework for building resilient, innovative and high-performing organisations in a complex world.

The author, Dr Siegfried Hoenle, says

"The future of leadership is not about choosing between people and technology. It's about using technology to elevate people. In a world increasingly shaped by AI, we see that passion, purpose and partnership are becoming the ultimate competitive advantages. The organisations that thrive will be those that put people first. People are not resistant to change; they resist to being changed!"

The book has received praise from leading executives, academics and leadership experts:

Stefan Seiler, Group Head of Human Resources & Corporate Services and Member of the Group Executive Board at UBS Group AG, describes *People First* as a book that captures "the essence of what great leaders prioritise: people."

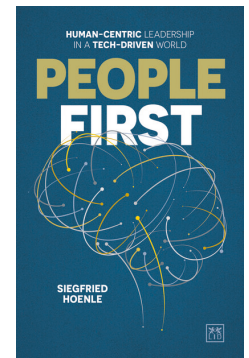
David Bach, President of IMD Business School, calls it "a practical guide" that demonstrates why "putting people first is not only the right thing to do but also the smart thing."

Author and Innovation expert Peter Fisk says the book is "an essential playbook for every business leader stepping up to lead in a turbulent but exciting future."

Combining rigorous research with practical tools and actionable advice, *People First* is designed for senior executives, managers, entrepreneurs and anyone seeking to lead more effectively in an era of disruption.

As organisations race to adopt new technologies, Hoenle's message is clear: the future will not be won by those who simply embrace AI. It will be won by those who understand how to bring out the best in people while adopting the new technologies. *People First* comes out on 20 August and is published by the award-winning independent business book publisher, LID Publishing.

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