

Media Kit

Martha C. Lawrence

***Catch People Doing Things Right:
How Ken Blanchard Changed the
Way the World Leads***

October 21, 2025

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Announcing *Catch People Doing Things Right*

We're thrilled to announce the upcoming release of ***Catch People Doing Things Right: How Ken Blanchard Changed the Way the World Leads*** by Martha C. Lawrence, publishing October 21, 2025, from Berrett-Koehler Publishers.

This candid and heartwarming biography tells the story of Ken Blanchard, the bestselling author, speaker, and legendary business consultant whose revolutionary leadership philosophy has helped transform the world's approach to management.

Known for *The One Minute Manager* and dozens of other influential books, Blanchard believes that authentic leadership isn't about control, it's about service, optimism, and catching people doing things right. Drawing from decades of personal letters, interviews, and behind-the-scenes stories, author Martha C. Lawrence paints an intimate portrait of a man who overcame personal challenges and professional roadblocks to lead with kindness, humility, and unwavering integrity.

Written with the warmth and narrative sweep of a novel, ***Catch People Doing Things Right*** is more than a business biography; it's a powerful reminder that not only can "nice guys" finish first, but they can also change lives. Through hard-won triumphs and painful tragedies, Ken's life offers an inspiring roadmap for leading with love, lifting up others, and making a lasting impact.

Whether you're a fan of leadership biographies or simply seeking a new vision for what leadership can be, this book will leave you moved, motivated, and ready to lead from the heart.

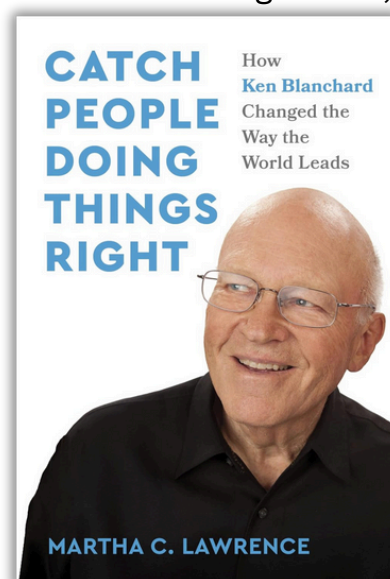
Written by Martha C. Lawrence, his longtime collaborator and publishing executive, ***Catch People Doing Things Right*** chronicles the life and legacy of the bestselling author, exploring the core of his leadership philosophy: leading with love.

Part business biography, part human interest story, the book reveals how Blanchard's focus on empathy, service, and recognition changed how companies lead, build culture, and develop people, transforming workplaces across the globe.

To request a review copy or arrange an interview, please email me at: fsburke@fsbassociates.

Thank you,

Fauzia Burke
President and Founder of FSB Associates





Martha C. Lawrence

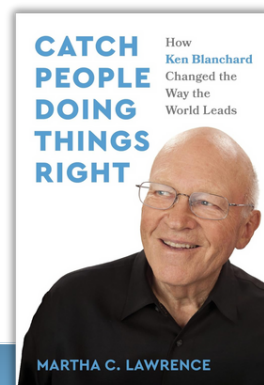
A former editor at Simon & Schuster and Harcourt, Martha C. Lawrence has shaped the voices of some of the world's most successful thought leaders. As executive editor at Blanchard, she has collaborated with Ken Blanchard for more than 20 years, including on *Trust Works!*, winner of the San Diego Book Award. Her editing credits include multimillion-copy bestsellers and #1 *New York Times* titles. She is also the author of an Edgar, Anthony, Agatha, and Shamus-nominated mystery series featuring private investigator Elizabeth Chase.

Martha holds a bachelor's degree from the University of California, Santa Cruz, and studied creative writing at The New School in New York City. She was a founding faculty member of The La Jolla Writers Conference and has been a book reviewer for *The San Diego Union-Tribune*. Outside of her professional life, she is an avid hiker and long-time yoga practitioner. She lives in Escondido, California, with her partner and a full contingent of backyard wildlife.

Lawrence is passionate about leadership, storytelling, and capturing legacies that matter. Learn more at marthalarrence.com.



Please download the book jacket and a hi-resolution author photo.





Praise for

Catch People Doing Things Right:

“Ken Blanchard was talking about vulnerability and love in leadership way before any of us—his fingerprints and heart-prints are all over my work and my life. The idea of ‘catching someone doing something right’ shaped how I lead, live, and parent.”

—**Brené Brown, author of the New York Times #1 bestseller *Dare to Lead***

“Few people have been as influential a leader as author, thinker, and guru Ken Blanchard...one of the top leadership authorities of the century.”

—**The American Management Association**

“Ken Blanchard is what the kids call the ‘OG.’ He has led the way.”

—**Simon Sinek, bestselling author of *Start with Why***

“Ken is an excellent example of inspired leadership—he leads from his soul.”

—**Deepak Chopra, New York Times bestselling author of *The Soul of Leadership***

“This book beautifully captures how Ken has dedicated his life to showing the world that great leadership isn’t about power or ego.”

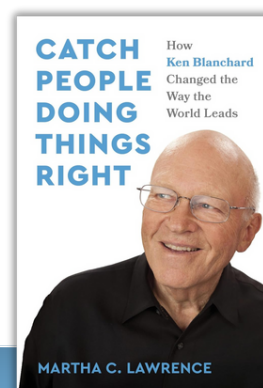
—**Garry Ridge, Chairman Emeritus, WD-40 Company**

“Leadership is about lifting people up—something my friend Ken Blanchard has been doing for decades. This vibrant story of his life is as entertaining as it is inspiring.”

—**John Maxwell, New York Times bestselling author of *The 21 Irrefutable Laws of Leadership***

“The impact Ken Blanchard has made on our lives, whether we know it or not, has been extraordinary.”

—**Keith Ferrazzi, #1 New York Times bestselling author of *Never Eat Alone***

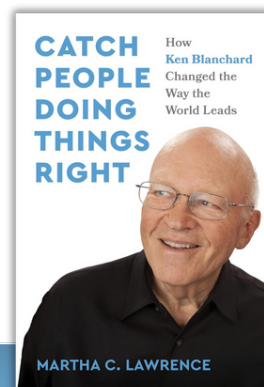




Interview Bio

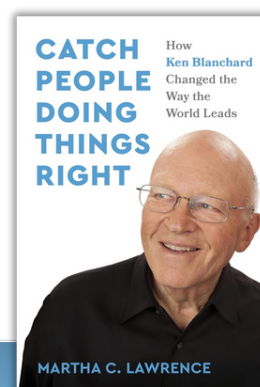
Martha Lawrence is a veteran book editor and the executive editor at Blanchard, where she worked side-by-side with Ken Blanchard for over two decades. She has edited hundreds of books, including *Feel the Fear and Do It Anyway*, and co-authored *Trust Works!* with Blanchard. She's also the author of an award-nominated mystery series and a passionate advocate for leading with kindness and purpose.

The author prefers to be called Martha.



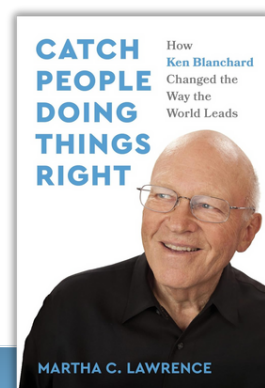
Suggested Questions

1. You have worked with Ken Blanchard for more than 20 years. Was there a specific turning point when you knew Ken's story had to be told in full?
2. The *One Minute Manager* was everywhere when it came out in the early 1980s. What made it such a huge phenomenon?
3. You had access to Ken's personal letters, journals, and private papers. What insight did those documents reveal that surprised you most?
4. What story in the book moved you the most personally?
5. You've worked with hundreds of authors. What was different about working with Ken?
6. Were there any stories or details you chose to leave out, or that were difficult to write?
7. What does it mean to "catch people doing things right," and how can leaders put this into practice today?
8. Ken experienced deep personal loss and professional rejection. How did those moments test his leadership philosophy?
9. Why do you describe Ken as a "nonthreatening nonconformist," and why is that powerful?
10. How did Ken's childhood shape the man he became?
11. Can love belong in leadership, and what does that look like in action?
12. What does "leading with love" actually look like in day-to-day leadership decisions?
13. Ken Blanchard helped popularize the idea of servant leadership. How is that different from traditional leadership models?



Suggested Questions

14. You describe Ken as someone who never used his title to lead. What does that mean, and why was that important to him?
15. What do you think is the biggest misunderstanding people have about leadership today?
16. How do Ken's teachings apply in a remote or hybrid workplace environment?
17. Ken built an entire business around values. Can you share an example of when he stayed true to those values, even when it wasn't easy?
18. We're in a time of tremendous change with the emergence of AI. What would Ken say to today's struggling leaders?
19. What's one small, tangible step a new manager can take today to be a better leader?
20. What's next for Martha? Will you be writing more non-fiction or return to fiction?





Ken Blanchard Bio

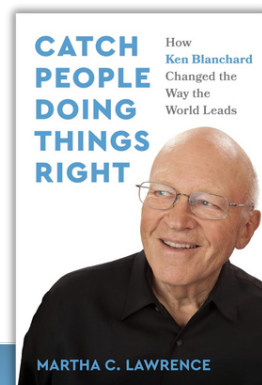
Ken Blanchard is one of the most influential leadership experts in the world. He is the cofounder and Chief Spiritual Officer of Blanchard®, an international management training and consulting firm headquartered in San Diego, California.

Ken's impact as an author is far reaching. His iconic 1982 classic, *The One Minute Manager*, coauthored with Spencer Johnson, has sold more than 15 million copies. He has authored or co-authored 70 books whose combined sales total more than 25 million copies. His groundbreaking works—including *Raving Fans*, *The Secret*, and *Leading at a Higher Level*—have been translated into more than 47 languages. In 2005 Ken was inducted into Amazon's Hall of Fame as one of the top 25 bestselling authors of all time.

In addition to being a renowned speaker and consultant, Ken is a trustee emeritus of the Board of Trustees at his alma mater, Cornell University, and for many years taught students in the Master of Science in Executive Leadership Program at the University of San Diego.

Ken has received many awards and honors for his contributions in the fields of management, leadership, and speaking. The National Speakers Association awarded him its highest honor, the Council of Peers Award of Excellence. He was inducted into the HRD Hall of Fame by *Training* magazine and Lakewood Conferences, and he received the Golden Gavel award from Toastmasters International. Ken also received the Thought Leadership Award for continued support of work-related learning and performance by ISA, The Association of Learning Providers.

Born in New Jersey and raised in New York, Ken received his MA from Colgate University and his BA and PhD degrees from Cornell University. He lives with his wife, Margie, in San Diego, California.



Catch People Doing Things Right Excerpt

Leadership Lessons through Sports

One of the best things about Ken's dad being back from the war was having him around to share Ken's passion for sports. They would go to Giants, Yankees, and Dodgers games every chance they could. Ken began sending self-addressed, stamped envelopes to his favorite players, asking for their autographs. The hobby became a lifelong passion. Jackie Robinson, Willie Mays, Joe DiMaggio, Mickey Mantle, Ted Williams, and Satchel Paige are just a few of the legends who contributed signatures to Ken's autograph book.

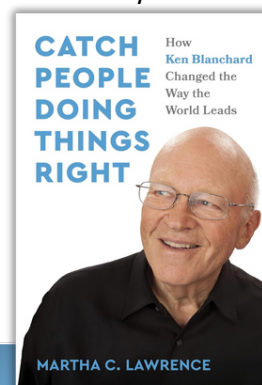
Ted Blanchard—the Navy officer who had retained the respect of his men while commanding them into dangerous conditions in the Pacific—didn't waste opportunities to share leadership lessons with Ken, even when watching sports.

Ted imparted two of Ken's earliest leadership lessons to him when he took his son to his first major league baseball game at the old Polo Grounds stadium in upper Manhattan. Ken was just seven years old, and the New York Giants were playing the St. Louis Cardinals. Ken's father wanted him to see two players from the Cardinals in particular—Enos "Country" Slaughter and Stan "Stan the Man" Musial. "These guys will teach you something about leadership and values," Ken's dad told him.

Ken remembers seeing Enos Slaughter hit a grounder that went straight to the pitcher. Nevertheless, Slaughter ran to first base like his life depended on it. "See how he hustles?" his father said. "If you're going to do something in life, be like Enos Slaughter and give it everything you've got."

The other player, Stan Musial, had just returned from Pearl Harbor, where he'd spent the entire 1945 season serving in the US Navy. The fact that Musial was a great hitter wasn't really the point.

"He's a perfect gentleman," Ken's father told him. "Even when the umpire makes a bad call, you'll never see Musial complain."





That first major league baseball game left a lasting impression on Ken. He learned the importance of applying effort, the way Enos Slaughter did, and respecting others, the way Stan Musial did. But more than that, he learned a key lesson that would inform his future career. leadership wasn't about having a title or a position. After all, Slaughter and Musial were baseball players, not presidents or kings. Yet how they behaved had an impact on others. The lesson Ken learned that day was this: by behaving in a way that influenced others, anyone could be a leader.

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