

# Media Kit

Robert L. Dilenschneider

Bestselling Author

**CHARACTER: Life Lessons in  
Courage, Integrity, and  
Leadership**

**March 25, 2025**



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# Announcing *Character.*

## *Life Lessons in Courage, Integrity, and Leadership*

Robert L. Dilenschneider's new book, *Character. Life Lessons in Courage, Integrity, and Leadership* [March 25, 2025; Citadel], offers a powerful examination of how this vital trait shaped the lives of some of history's most iconic figures.

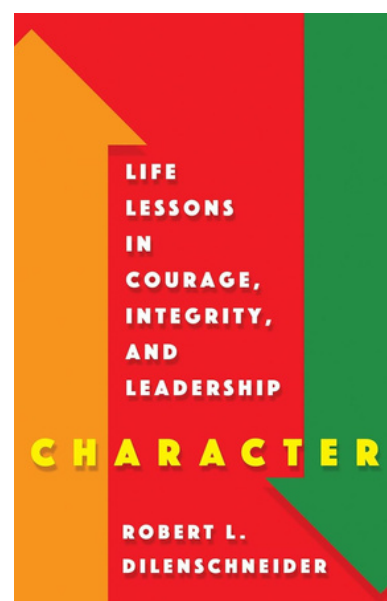
Drawing on his expertise as a leadership advisor, Dilenschneider explores the lives of 31 influential individuals across various fields, from politics and science to religion, whose character-driven leadership left an indelible mark on the world.

In these twenty-nine inspiring portraits, Dilenschneider uncovers the qualities of character that helped these leaders overcome adversity, create lasting change, and shape the future. How did Nelson Mandela's resilience guide him through hardship? What can we learn from Florence Nightingale and Edith Cavell's courage in the face of war? How did Walt Disney's tenacity build an entertainment empire? And how did John McCain's loyalty and dedication to his fellow soldiers shape his leadership philosophy?

Through these stories and others, Dilenschneider shows how **Character** unites their legacies and provides a blueprint for future generations. This book offers a wealth of insights for the young leaders, innovators, and influencers of tomorrow, offering direction and mentorship from the wisdom of those who have led with integrity, courage, and purpose.

If you would like a review copy or would like to interview the author, please let me know.

Thank you,  
Fauzia Burke



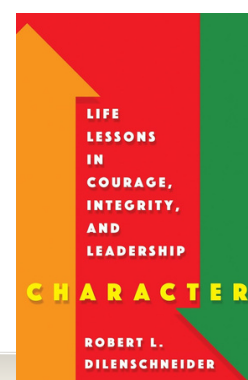


# Robert L. Dilenschneider

Robert L. Dilenschneider formed The Dilenschneider Group in October, 1991. Headquartered in New York, Miami, and Chicago, the Firm provides strategic advice and counsel to Fortune 500 companies and leading families and individuals around the world, with experience in fields ranging from mergers and acquisitions and crisis communications to marketing, government affairs, and international media.

Prior to forming his own firm, Dilenschneider served as president and chief executive officer of Hill and Knowlton, Inc. from 1986 to 1991, tripling that Firm's revenues to nearly \$200 million and delivering more than \$30 million in profit. Dilenschneider was with that organization for nearly 25 years. Dilenschneider started in public relations in 1967 in New York, shortly after receiving an MA in journalism from The Ohio State University and a BA from the University of Notre Dame.

Website: [robertldilenschneider.com](http://robertldilenschneider.com)





# Robert L. Dilenschneider

## Interview Intro

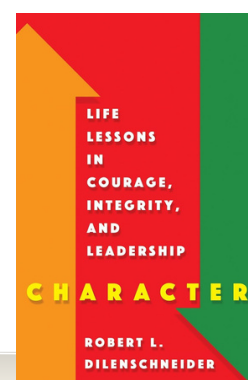
Robert prefers to be called Bob in interviews.

Robert L. Dilenschneider, founder and CEO of The Dilenschneider Group, is one of the world's foremost communication experts and leadership coaches. Dilenschneider is widely published, having authored 18 seminal business and career development books. He has counseled major corporations and professional groups around the globe and is frequently called upon by the media to provide commentary and strategic public relations insights on major news stories. ***Character*** is his latest book.

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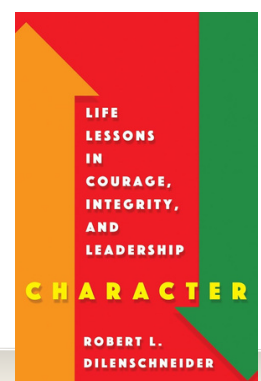


Please download the book jacket and a hi-resolution author photo.



# Suggested Questions

1. In today's world, what makes character the defining quality of effective leadership?
2. How do courage, integrity, and leadership work together to form the foundation of successful leadership?
3. Can you share a moment when you witnessed a leader's character directly influence their team or organization's success?
4. What unique challenges do modern leaders face in leading with integrity, and how can they overcome them?
5. In your experience, how does staying true to personal values help navigate crises or challenges in a professional setting?
6. How can someone cultivate courage when faced with high-stakes decisions or when they experience self-doubt?
7. What advice would you offer to someone in an environment where values-based leadership is not fully supported?
8. Is there a historical figure or leader whose character you admire? How do their traits relate to the lessons in your book?
9. How does self-awareness contribute to building character, and what steps can someone take to strengthen this skill?
10. If a reader could take one action today to start embodying the lessons from your book, what would it be?





## Excerpt from the Foreword

*"Mitzi Perdue, widow of the poultry magnate Frank Perdue, is an eighty-two-year-old war correspondent writing about Ukraine. After her most recent stint in Ukraine, she founded a crowdfunding effort, DonorSee.com/ Ukraine, to help clear land mines from Ukraine. When asked why she's doing this at an age when many have chosen to retire, she answers, "I'm influenced by Mother Teresa's view that the good that we can do, we must do."*

If you and I were to meet in person, and it was evening, and maybe there was an adult beverage or two involved, I might work the conversation around to a discussion of what each of our visions of an ideal world would be. I've asked this question to enough people to know that there's tremendous variety in the possible answers that may occur to you.

Some people have said that their ideal world would be one in which there was no more war. For others, it might be education for everyone. For others, it would be the flourishing of the arts or, maybe better, health care for everyone, or maybe their ideal world would include having the underserved better supported, or better stewardship of the environment.

For some, it was more personal. Some people have told me their ideal world is one in which they get to be the best parent they can be, or perhaps one in which they serve their community or a cause they care about.

What would your answer be?"

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