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## Author Joseph Gulfo's Newly Released "The Care Quotient™" Unlocks the Single Most Important Aspect of Business Success

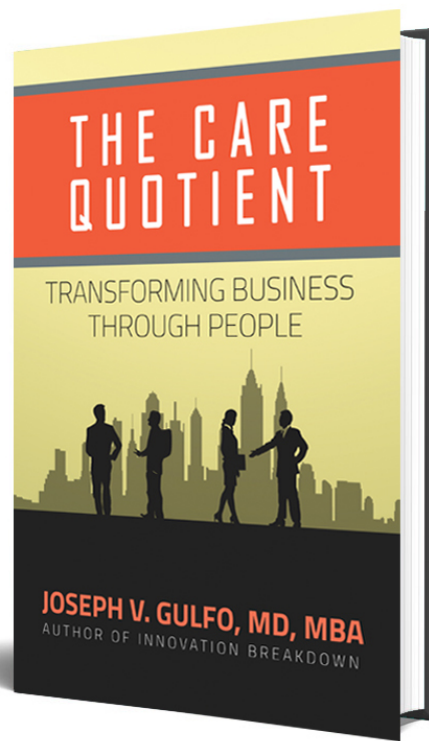
*"The Care Quotient: Transforming Business Through People" from Post Hill Press author Joseph Gulfo is a tool to help organizations cultivate a culture of selfless caring and develop highly effective and inspirational leaders to bring them to the pinnacle of success.*

New York, NY— Being a great manager and leader really comes down to just one thing—selfless caring. Employees can sense when their manager and leader cares about the right things in the right ways. And, they are more likely to align themselves and genuinely follow your lead, as well as forgive some foibles and mistakes, if they sense that you care enough to do a great job for the business, communicate to them, and foster their development. Countless leadership and management books analyze emotional quotient (EQ) vs. intelligence quotient (IQ) but never has a case been made for caring, until now.

Enter [\*The Care Quotient: Transforming Business Through People\*](#) (Post Hill Press: September 13<sup>th</sup>) by [\*\*Joseph V. Gulfo MD, MBA\*\*](#). *The Care Quotient* introduces a new

element into the equation of business success—care quotient (CQ). The core theme of *The Care Quotient* is that caring enough about the right things is the single most important thing in business. The book explores the critical behaviors associated with selfless caring and charts the winning strategies and desired outcomes that come, time after time, from its practice. Selfless caring is what truly inspires and motivates today's employees, especially millennials.

*"The Care Quotient* can be used to guide management training and team building off-site sessions. I wrote the book to resonate and be relevant for all employees, from first hires to C-suite executives. Many of the concepts of the book are very inspirational and can



foster a healthy esprit de corps in these venues," said Joseph Gulfo, author of *The Care Quotient*.

In *The Care Quotient*, Dr. Gulfo does something that no one else has done before—he's developed a caretensity scale to measure the level to which a manager or leader cares. *The Care Quotient* Scorecard is a [free online tool](#) that measures the degree of caretensity that a manager or leader exhibits and is a tool that can be given to employees, peers and managers as an easy way to obtain feedback about leadership skills and areas for improvement. In tandem with the book, the Scorecard can also be used in coaching and providing leadership training to employees or leaders who are not performing as expected.

On that note, let's talk a little bit more about the dreaded "M" word. It has been proven time and time again that a millennial won't work for a manager who is lacking empathy and selflessness. So, with nearly 50 percent of employees falling into the millennial bracket, many managers are finding themselves in need of a crash course in caring in order to attract and retain the best and brightest new talent. This is it.

**About Joseph V. Gulfo, MD, MBA:**

Joseph Gulfo has more than 25 years of experience in the biopharmaceutical and medical device industries. In 2012, he received the American Business Awards' Maverick of the Year Award and was an Ernst & Young Entrepreneur of the Year Finalist. Prior to this, he served as President & CEO of MELA Sciences (2004-2013) and was Chairman of the Board (2011-2013). His latest book, *The Care Quotient: Transforming Business Through People* is now available.

***The Care Quotient: Transforming Business Through People***

**by Joseph V. Gulfo, MD, MBA**

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