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FIREFLIES

LEADING WITH EXCELLENCE AND INTEGRITY

MELT VAN DER SPUY

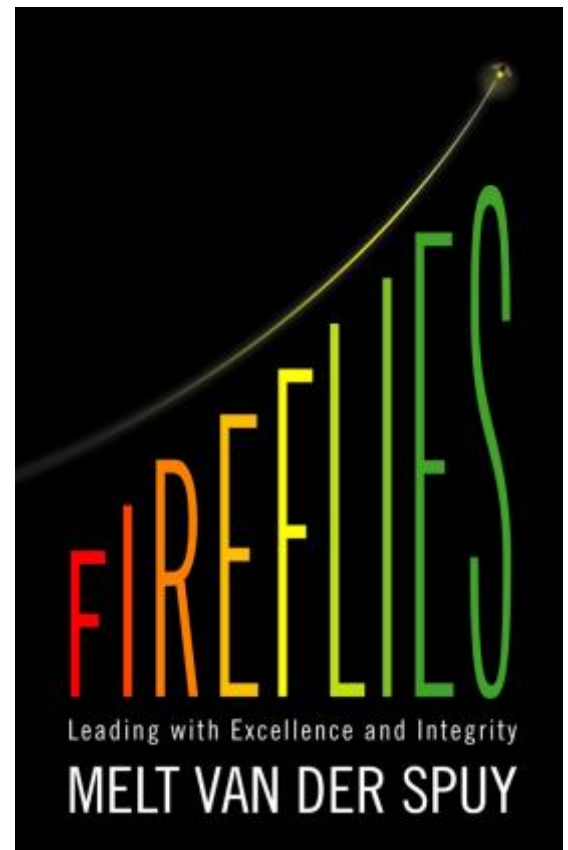
Worldwide examples of unethical conduct in both private businesses and government institutions seem to continue without end. Why haven't we made any significant impact on the amount of fraud and corruption?

In an effort to improve integrity and ethical conduct in the workplace, many organizations have increased their efforts to educate their employees on the regulations that govern their organizations, their industries, and the countries they do business in. This is, however, only part of the equation, and we have neglected the more important part: the development of individuals' character.

Just as firefly populations are dwindling worldwide, so are populations of business and government leaders who radiate the light of well-developed, virtuous character. Simply put, we need more fireflies in the workforce—fireflies are leaders who understand the importance of character development as the foundation for successful leadership.

In *Fireflies: Leading with Excellence and Integrity*, Melt van der Spuy explains how good character, like fireflies' light, requires purpose, effort, strength, and efficiency. He focuses on seven key virtues, drawn from classical and Christian thought, that are foundational to building good character.

Fireflies will awaken your thinking about what it really takes to fraud proof your business and deliver excellence with integrity. Dare to be a firefly.



For more info please contact media@deeperiverbooks.com





About the Author

Melt van der Spuy

Melt's father wanted him to become a physician like his grandfather. Unable to stomach the blood associated with surgical work, he decided to enter pharmacy school instead. That opened the door into the world of medical innovations and sales. In 1992, Melt received his bachelor's degree in pharmacy from North-West University in South Africa. He joined Eli Lilly and Company as a pharmacy intern in 1993.

During his journey from intern to vice president of emerging markets, Melt lived and worked in several countries across the world. In England, he discovered his identity in Christ and earned a certificate in business management from Henley College. Later, in Indianapolis, Indiana, he met his wife Marise.

Melt left Eli Lilly in 2015 to share what he's learned about leadership with others. His book *Fireflies: Leading with Excellence and Integrity* is part of that effort. Melt is a trustee at the Firefly Leadership Trust. He lives in George, South Africa, with Marise and their three daughters, Kristin, Mikela, and Kira. There, he manages the family companies.

Connect with the Author

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What Others Are Saying About

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Fireflies

“In his book *Fireflies: Leading with Excellence and Integrity*, Melt van der Spuy uniquely combines perspectives on leadership that are both ancient and modern. He does the necessary work of grounding organizational leadership principles in timeless and required character traits, as well as in offering useful management techniques. His insights are built on real life experiences, and a genuine and active faith in Jesus Christ—just the kind of advice you can grab a hold of and put into practice the very next day.”

—**Newt Crenshaw, president of Young Life**

“In *Fireflies*, Melt van der Spuy summarizes the keys to successful, ethical leadership and motivates leaders to be the ‘fireflies’ in a sometimes dim business world. I worked with Melt for many years. I witnessed him turn a dormant business into one that achieved stellar results—all the while upholding the virtues outlined in this book.”

—**Alfonso “Chito” Zulueta, president of emerging markets, Eli Lilly and Company**

“Melt van der Spuy’s book offers a critically reflective and engaging account of his personal experiences in business and in life. The learnings and insights he shares about virtuous leadership, and the call for more Fireflies in the workforce, may serve as a guiding light for those that realize the need and urgency for all of us to lead and act in a globally responsible way.”

—**John North, managing director of Globally Responsible Leadership Initiative**

Suggested Interview Questions for Melt van der Spuy, author of *Fireflies*

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Q: What is the essence of your message?

If you compromise on integrity, it will eventually catch up with you and in most cases with dire consequences. In contrast, if you lead with excellence and integrity, you will value character development and as a result, realize your full leadership potential and live a life of significance.

Q: Why do you think your book can be a catalyst for positive change in how we lead?

We will only see meaningful change in leadership globally if more leaders intrinsically value and commit to character development as the foundation of leading with excellence and integrity. I am hopeful that through this book I will in some way awaken the reader's thinking to what it really take to fraud proof your business and deliver excellence with integrity.

Q: Can you tell us a bit more about the firefly metaphor you are using for your leadership mantra?

Fireflies continue to inspire me as I don't believe there is any other insect or animal that can teach us as much as a firefly can about what is required for character development... from discovering how the firefly's light directly links to truths about character development to the reality that firefly populations are dwindling worldwide (as are leaders who radiate the light of a well-developed character).

Q: As a first-time author, what did you find the most challenging about the whole writing process?

The fact that it takes a lot of time and simply cannot be rushed. I am more of a fast-paced individual and like getting things done quickly! Writing is a creative process which sets about how to best formulate your story and then how to communicate it in a way that will optimally connect with the reader. It is extremely rewarding, but it takes a lot of reiterations to get it right!

Q: How can people get in contact with you for speaking and consulting engagements?

I can be reached through email at melt@fireflyleadershiptrust.com or by connecting through LinkedIn.

For more info please contact media@deeperiverbooks.com