

# Leading in Context

## **FOR IMMEDIATE RELEASE:**

### **Leading in Context Joins Trust Across America Alliance**

*RICHMOND, Virginia—January 3, 2013*

Leading in Context is a Founding Member of the Trust Across America Alliance for Trustworthy Business. The [Wall Street Journal Market Watch](#) announced this morning that Leading in Context is one of the founding members of a global alliance of trustworthy business professionals working together to reverse the trust crisis in business. As reported in the Wall Street Journal Article, “In the fourth quarter of 2012 TAA created The Alliance of Trustworthy Business Experts (ATBE) to collaborate in advancing the cause of trustworthy business through the creation of trust tools and communications outreach. Over 100 global thought leaders from Fortune 500 companies; leading academic Institutions; global media and consulting have joined since the mid-October launch.”

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Linda Fisher Thornton is the CEO/Owner of Leading in Context® LLC and former Head of Training for Central Fidelity Bank. She is also Adjunct Assistant Professor of Leadership for the University of Richmond School of Professional and Continuing Studies. The Leading in Context® Blog features weekly articles about responsible leadership. Linda’s article “Ethical Leadership Training: Why is it So Hard to Get it Right?” was featured in the Training & Development: Best of Leadership Development 2006-2009.

More information about Linda Fisher Thornton and Leading in Context® LLC is available on the company website at [LeadinginContext.com](#). If you wish to schedule an interview with Linda Fisher Thornton, please email her at [Linda@LeadinginContext.com](mailto:Linda@LeadinginContext.com) or call the Leading in Context® LLC office at (804) 270-4088.