

**'A leader is a person who touches the heart'
published... GIST Academy Director Myeong-
joong Kim talks about leadership**

- In an age of lack of communication, the power of relationship content is gaining attention again!
- A management guidebook containing the leadership philosophy of communication icon 'CEO Pengsoo'



▲ GIST Academy Director Myeong-joong Kim

This book is a management guide that contains the leadership philosophy of GIST Academy Director Myeong-joong Kim, the former president of EBS, famous as 'CEO Pengsoo.' The success of 'Pengsu', a character at the center of a huge fandom culture that has been loved by everyone, regardless of age or gender, has significant implications in an era where disconnection between generations, deepening gender conflict, and individualism are rampant.

* GIST Academy: GIST's non-degree programs include the Techno Management Business Academy (opened in 2010) and the Climate Change Academy (opened in 2016).

'A leader is a person who touches the heart' (published by the Korea Educational Broadcasting Corporation) classified leadership through the keyword 'sharing.' It consists of four parts: Δ sharing of insight, Δ sharing of power, Δ sharing of mind, and Δ sharing of experience. It contains management know-how by applying sharing, which is a major trend throughout our society, to leadership.

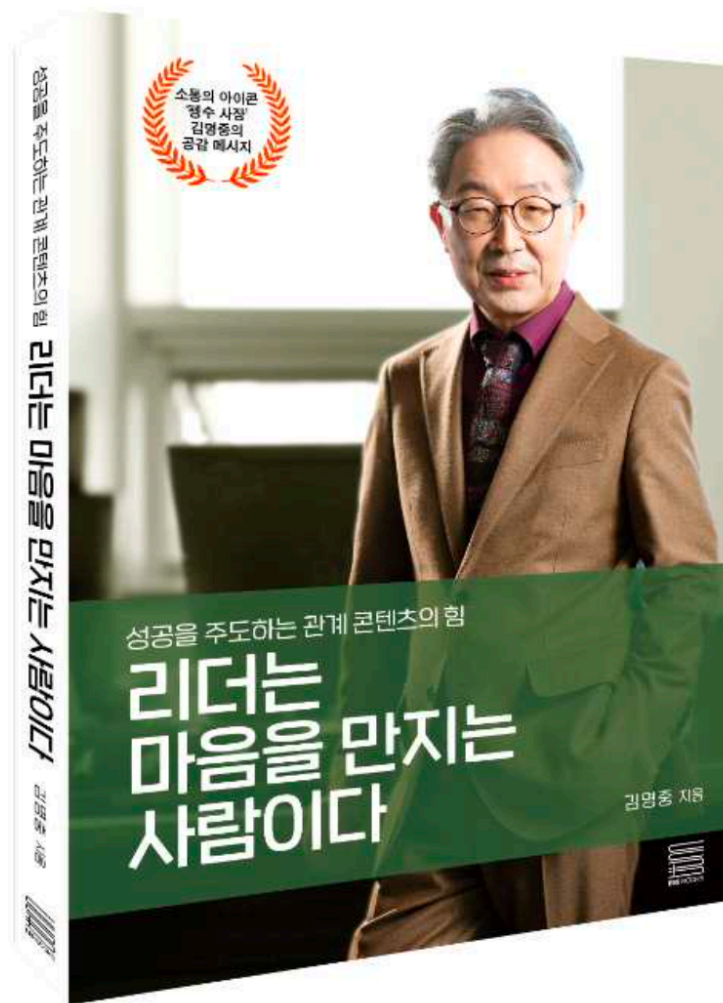
Through this book, written by Director Myeong-joong Kim, a communications expert, readers can experience his philosophies on the mind, as well as thought-provoking stories from his time in the broadcasting field as a communications expert.

Director Myeong-joong Kim said, "The role of the leader has never been more important. Even though times are different and individuals are more important than ever, at the end of the day, employees want leaders who are open to communication and who enjoy listening."

Director Kim also said, "The virtues of a leader who help organization members achieve their best performance are shared. I wrote this book to convey shared leadership that unites organizational members who were separated into the older generation and the MZ generation, women and men, and those who were separated from home and work, etc., with one goal."

Meanwhile, Director Myeong-joong Kim took the lead in the launch of KBS satellite broadcasting and Arirang TV, and served as the 10th president of the Korea Educational Broadcasting Corporation and vice president of Arirang TV. During his tenure as president of EBS, he succeeded in creating 'Pengsu', a character loved by the entire nation.

In addition, it was evaluated as having boldly explored the global path of public broadcasting by launching <Great Lessons, Great Minds>, a high-quality lecture program featuring a large number of world scholars for the first time in Korea. Currently, he serves as the director of GIST Academy.



▲ Cover of 'A leader is someone who touches the heart (the power of relationship content that drives success)'

