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FOR IMMEDIATE RELEASE

How We Could Hits the USA Today Bestseller List!

September 29th, 2026 (Austin, TX): *How We Could: The Framework to Lead Without Drama, Build Alignment, and Call Teams to Greatness* by Alex Dorr (Fast Company Press) debuted at #10 on the USA Today bestseller list this week. <https://www.usatoday.com/booklist>

How We Could is the leader's ultimate toolkit for eliminating workplace drama and unlocking the full potential of their people, even in the face of the most complex organizational challenges. At its core is The Call to Greatness Framework, a proven coaching process that helps leaders and managers move conversations, teams, and cultures from "why we can't" to "how we could."

As a keynote speaker and CEO of Reality-Based Leadership, Alex Dorr collaborates with organizations and leaders globally to help them ditch the drama, build alignment in their teams, and call those they lead to greatness. He holds the Certified Speaking Professional (CSP) designation, placing him in the top 5% of speakers worldwide, and was among the youngest to ever achieve the highly-coveted award. Alex is the host of the *Reality-Based Leadership Podcast*, a top 2% podcast in the world, where he shares his journey, stories, and insights directly with thousands of leaders weekly to help them modernize their leadership.

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