

New Book, 'From Tailspin to Tailwind,' Depicts Path to Overcome Challenges and Grow

From Tailspin to Tailwind narrates Buddy Teaster's journey to save his nonprofit while uncovering essential leadership lessons.

CHARLESTON, SC, UNITED STATES, May 13, 2025 /EINPresswire.com/ -- In the new book [From Tailspin to Tailwind](#): Leadership Lessons for Turning Crisis Into Clarity, nonprofit leader Buddy Teaster shares the story of how the organization he leads was days away from shutting down and is now on its way to a \$1 billion impact by 2030.

Teaster, president and CEO of [Soles4Souls](#), uses his organization's journey to outline how anyone can prevail over difficulties that threaten to derail their operations. Soles4Souls is a global nonprofit turning shoes and clothing into opportunities for education and employment.

"So often, one crisis leads to another," Teaster writes. "Sometimes, you don't even see the problem until things have grown from a small spark to a full-blown fire."

From Tailspin to Tailwind, published by Advantage Books, examines how Soles4Souls overcame its challenges through innovative approaches, strong values, and effective partnerships. The book highlights the nonprofit's journey from dealing with crisis to becoming a thriving organization and emphasizes the importance of transparency, adaptability, collaboration, and shared leadership.

"It is by applying such strategies intentionally and consistently that we now feel a tailwind pushing us into the future," Teaster writes.



"From Tailspin to Tailwind: Leadership Lessons for Turning Crisis Into Clarity" by Buddy Teaster is now available.

Throughout the book, readers will encounter “Steps Your Organization Can Take,” which include insights such as: “It is a leader’s job to help shape values, not just name them,” and “Be open to the idea that how you talk about your mission will evolve and adapt when you need to.”

“Maybe you’re an entrepreneur just getting started or trying to keep the plane level as you battle the energizing but dangerous wind shear of rapid growth,” Teaster writes. “Maybe you see the glimmers of a future crisis on the horizon and want to strengthen your organization to stave it off. Wherever you are, I hope that what we’ve learned at [Soles4Souls] might provide you with lessons that can help you get, and stay, airborne.”

The logo for Advantage | Books features the word "Advantage" in a large, stylized, black script font. A vertical line separates it from the word "Books", which is in a smaller, black, sans-serif font.

[About Buddy Teaster](#)

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Buddy Teaster

Buddy Teaster, author of *From Tailspin to Tailwind: Leadership Lessons for Turning Crisis Into Clarity*, is the president and CEO of Soles4Souls, a global nonprofit that creates opportunities for people through shoes and clothing. Teaster has guided the organization to distribute over 107 million pairs of shoes and garments across 139 countries, supporting communities through both immediate aid and sustainable micro-enterprise programs. He has been recognized as a YPO Global Impact Award Finalist and included in Footwear News’ 2019 Power List.

About Advantage Books

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and distribution, and promotions.

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Buddy Teaster, author of "From Tailspin to Tailwind: Leadership Lessons for Turning Crisis Into Clarity."

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