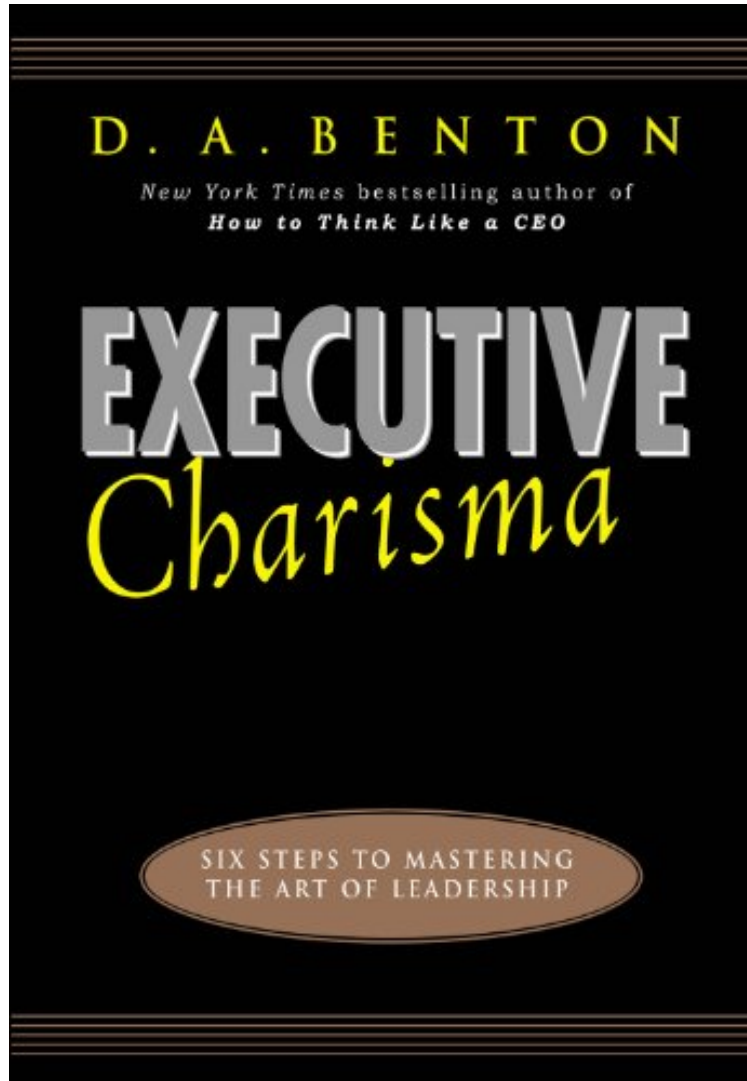


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Executive Charisma: Six Steps to Mastering the Art of Leadership

D. A. Benton

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D. A. Benton : Executive Charisma: Six Steps to Mastering the Art of Leadership before purchasing it in order to gauge whether or not it would be worth my time, and all praised Executive Charisma: Six Steps to Mastering the Art of Leadership:

3 of 3 people found the following review helpful. Good compilation of common sense ideas By Rajiv Puranik While there is no new "game changing" idea in the book, it is a good compilation of no-nonsense, practical ideas. Also, I like books that are less than 200 pages long. This book qualifies. The chapters are definitely single sitting reads, so it is easy to read this book is steps without losing continuity. I am withholding 1 star (ideally I'd have given it a 3.5) because I did ask myself "Is this it?" after finishing the book. May be few months from now I will feel that that is indeed the case, but for now I was looking for insights I had not seen elsewhere. 6 of 7 people found the following

review helpful. Life changing stuff!By Kevin KingThis book is unquestionably the best organized, to the point, and clearly stated book Debra has written. In this book, Debra offers the "keys to the kingdom" for maximizing personal presence. Folks who take the time to learn and use the material in this book will undoubtedly finish the book a better person than when they started. Considering the positive feedback that I myself have received since applying the techniques in the book, there's no question of its immense value.0 of 0 people found the following review helpful. Great read, and she is great to hear talk ...By Buss7037Bought this for a class Benton taught. Great read, and she is great to hear talk and learn from!

A proven six-step process for acquiring the style, flair, and credibility needed to make it to the top According to a recent Wall Street Journal article, managers who do not exude an all-encompassing self-confidence, style, poise, and energy, in short, "executive presence," are highly unlikely to make it to the corner office. Unfortunately, the vast majority of managers, even the most talented and ambitious ones, are not born with these personal qualities. In this breakthrough book, bestselling author and world-renowned executive development coach D. A. Benton helps readers acquire executive charisma. In *Executive Charisma*, Benton outlines a proven six-step approach for learning how to think, act, and relate to others like an executive. She provides powerful tools for fine-tuning the complete executive charisma skill set, including: Interpersonal communications Managing upwards Confidence building Business humor Executive bearing, and more Drawing upon her experience coaching clients at American Express, Century 21, Merrill Lynch, Nabisco, Viacom, Pepsi, and other top companies worldwide, Benton clearly defines executive charisma and explains why projecting a commanding professional demeanor is so fundamental to corporate success.

"But no matter how good your business credentials or brilliant your intellect, (recruiters say) they're only the minimum requirement for an executive position. Without "executive presence" - a kind of self-confidence on steroids that encompasses your appearance, poise, communication style, energy and charisma - you aren't likely to secure a top job, whether in your current company or a new organization." - Wall Street Journal, 4/18/01; "What Benton teaches makes all the difference." - Diane SawyerFrom the Back CoverA proven six-step process that will propel you to the top of the corporate ladder Bestselling author and world-renowned executive development coach D.A. Benton demonstrates that charismatic executives are not just born, they are made. *Executive Charisma* will help you Be the first to initiate Expect and give acceptance to maintain esteem Be human, humorous, and hands-on Slow down, shut up, and listen Ask questions, and ask favors Stand tall, straight, and smile "A wonderfully personal, step-by-step guide to being a truly caring leader with integrity, confidence, and drive."--Reuben Mark, Chairman and CEO, Colgate-Palmolive Company "Getting to better answers, better strategies, and better positions inevitably means having an accurate and complete roadmap. For those seeking to improve--this is the roadmap."--Kerry Hicks, President and CEO, HealthGrades, Inc. "Amazing. Debra Benton has done it again. She has uncovered fresh insights and nuances which separate the charismatic leader from the rest of the pack."--Doug Conant, President and CEO, Campbell Soup CompanyAbout the AuthorD. A. Benton heads Benton Management Resources, an executive development and career-counseling firm with clients in 18 countries. She is the author of the bestsellers *Lions Don't Need to Roar* and *How to Think Like a CEO*, as well as *Secrets of a CEO Coach* and *How to Act Like a CEO*.