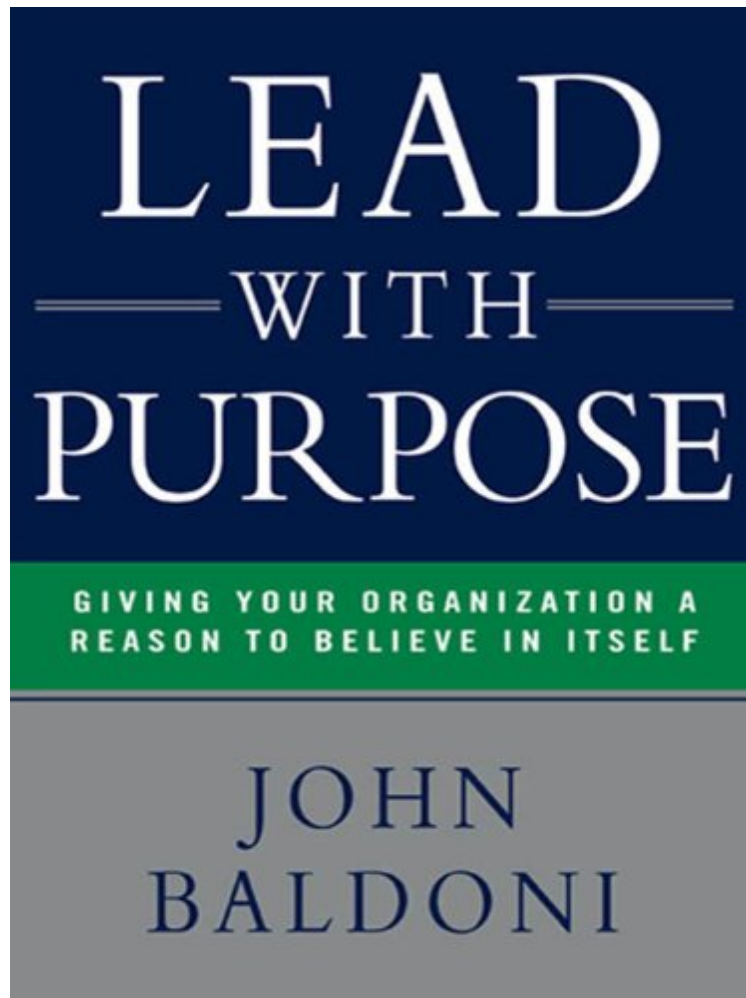


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## Lead with Purpose

*John BALDONI*

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**John BALDONI : Lead with Purpose** before purchasing it in order to gage whether or not it would be worth my time, and all praised Lead with Purpose:

2 of 2 people found the following review helpful. Masterly Research and PresentationBy DAVID LAPINHaving just released a book of my own on Leadership, it is easier to recognize a master. Lead With Purpose will not only help you take your leadership to a new level, it will also serve as an indispensable reference book of case-examples and data to support the author's thesis.0 of 0 people found the following review helpful. Three StarsBy CustomerBasic information with no in depth five.0 of 0 people found the following review helpful. Another Must ReadBy Larry CoppentrathIf Leadership and Management is important to you - it is full of insights you need to be aware of .... a must read.

Ask any leader: What would you give to have an entire company full of committed employees willing to go the extra

mile? For all your people to work together as a unified force, knowing exactly what they do, and why they do it? Featuring illuminating stories, interviews, and profiles of leaders from a variety of fields, *Lead with Purpose* shows readers how to take their organizations to the next level with renewed focus and improved direction. The book gives readers practical tips and techniques to:

- Instill a sense of ownership
- Ensure that organizational purpose is understood and acted upon
- Encourage resourcefulness and flexibility
- Communicate a narrative that will drive the organization
- Harness creativity and the desire to succeed
- Transform a shared vision into real results
- Develop the next generation of leaders

It's your job to provide his people's work with meaning. *Lead with Purpose* shows you how it's done.

"One of the Best Leadership Book of 2011 According to Leadershipnow.com." "hellip;succinct guide, punctuated with real-life example, this book is a good and easy read for new leaders or managers who are looking to revisit the fundamentals of leadership." --HR Management "I found *Lead with Purpose* to be enlighteninghellip;It has an intellectual appeal while providing practical, time-honored ideas for leaders of any organization." --School Administrator magazine

From the Inside Flap Can you describe the purpose of your organization in a single sentence? More importantlyhellip;can your employees? When an organization succeeds, it's because the people who drive it know what they do and why they do it. As a leader, it's your job to provide your people's work with meaning. Yet the kind of attitude, commitment, and direction found in a workplace led by a clear sense of shared vision and direction is found at only the most successful, top tier organizations. Based on in-depth research and interviews with business executives in multiple sectorsand featuring practical steps you can take to instill a sense of purpose throughout your organizationhellip;*Lead with Purpose* gives you the insight and guidance you need to ensure that your company succeeds in the new world economy. *Lead with Purpose* illuminates the essential actions you must take to turn a sense of collective direction into a strategic advantage for you and your people, including how to:

- Instill purpose in others. Develop your people's talents and skills, and harness their creativity and desire to succeed.
- Make your employees comfortable with ambiguity. In today's business world, black and white is a luxury. Gray is the new norm. Live with it.
- Turn good intentions into great results. Turn ideas into practical applications that satisfy customer needs.
- Make it safe to fail (as well as prevail). It is ingenuity that turns ideas into practical concepts. Successful companies allow their work forces to experiment.
- Develop the next generation. The time to develop the next generation of leaders is now. Integrate leadership development into management as an ongoing process.

You'll learn how to instill a sense of ownership from the top down, ensure that organizational purpose is understood and acted upon by all your people, encourage resourcefulness and flexibility, and communicate a narrative that will drive your organization from one success to another. It's your responsibility to provide those around you with a shared, focused sense of engagement and direction. This book provides you with a proven blueprint for leading your organization clear-eyed into the future. JOHN BALDONI is an internationally recognized leadership educator, executive coach, and author of many books, including *Lead by Example*, *Lead Your Boss*, and *Great Motivation Secrets of Great Leaders*. John is much in demand as a speaker, and in 2011, *Leadership Gurus International* ranked him No. 11 on its list of top 30 global leadership experts. John is a regular online contributor to *Harvard Business* and *Bloomberg/Businessweek*. His leadership resource website is [www.johnbaldoni.com](http://www.johnbaldoni.com).

From the Back Cover What would you give to have an entire company full of committed employees willing to go the extra mile, working together as a unified force to fulfill a shared sense of mission? Filled with practical tips and featuring illuminating stories, interviews, and profiles of leaders from a variety of fields, *Lead with Purpose* shows you how to provide renewed focus and improved directionhellip;and shape the destiny of your organization. ADVANCE PRAISE FOR LEAD WITH PURPOSE: "The capacity to imagine and articulate exciting future possibilities is the defining competence of leaders. It's also the toughest of all skills for leaders to learn. That's what makes John Baldoni's new book, *Lead with Purpose*, so vitally important. It focuses on the one thing that makes leaders greathellip;giving people a reason to believe and a reason to commit themselves to something meaningful and significant. This book is just a delight to read. John writes with elegance and ease about the solid evidence, valid principles, and practical ways in which real-life leaders bring purpose to life. I highly recommend that you make this one of your must-read books of the year."hellip;mdash; Jim Kouzes, coauthor of the bestselling *The Leadership Challenge* and *The Truth About Leadership*, Dean's Executive Fellow of Leadership, Leavey School of Business, Santa Clara University "Lead with Purpose inspires and instructs with research, interviews, stories, examples, reflective questions, lessons, and action steps."hellip;mdash; Dan McCarthy, Director, Executive Education Programs, The Whittemore School of Business and Economics, University of New Hampshire "Without a doubt, *Lead with Purpose* will help you reconnect to your own purpose and be a better leader for it."hellip;mdash; Ora Pescowitz, M.D., Executive Vice President for Medical Affairs, University of Michigan; CEO, U-M Health System "Purpose drives passion and superior results. John Baldoni reminds us that meaning can be found in our work, no matter what it is we do. *Lead with Purpose* will change the way you lead for the better."hellip;mdash; Chester Elton, bestselling author of *The Carrot Principle* and *The Orange Revolution* "Anyone who wants to learn to lead effectively in this new era will be glad they made time to read *Lead with Purpose*."hellip;mdash; Ari Weinzweig,

cofounder of Zingerman's, named "coolest company in America," Inc. magazine; author of *A Lapsed Anarchist's Approach to Building a Great Business*