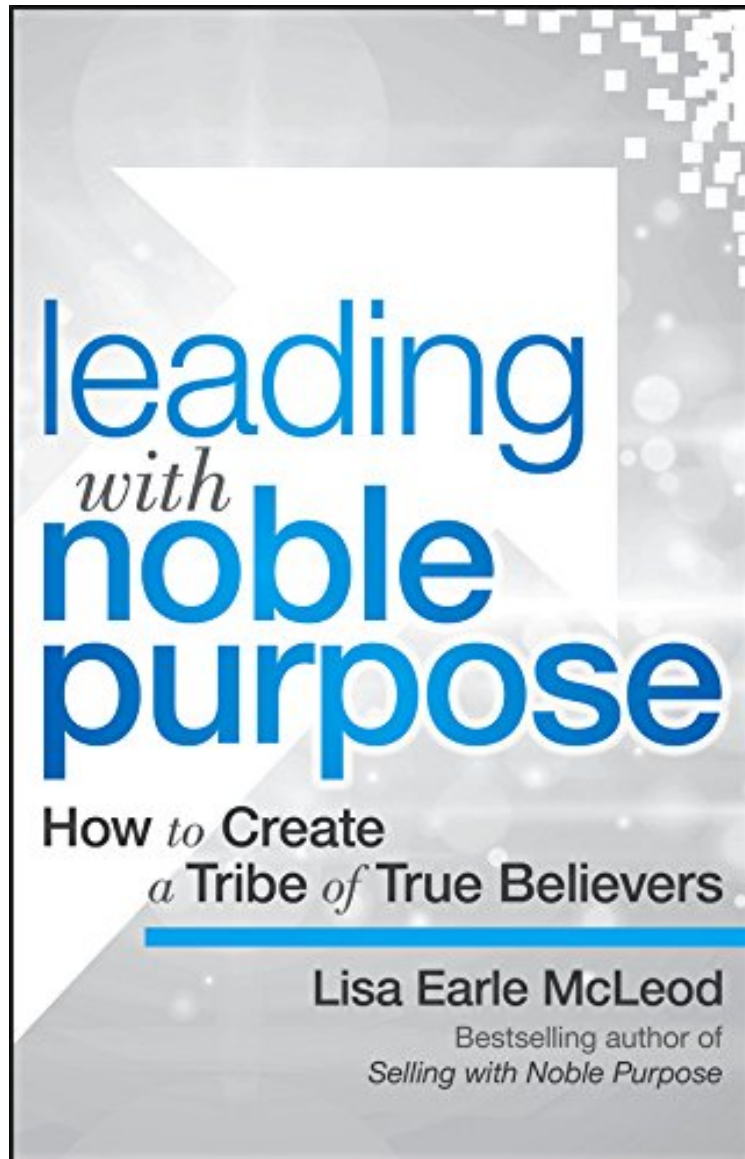


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Leading with Noble Purpose: How to Create a Tribe of True Believers

Lisa Earle McLeod

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Lisa Earle McLeod : Leading with Noble Purpose: How to Create a Tribe of True Believers before purchasing it in order to gage whether or not it would be worth my time, and all praised Leading with Noble Purpose: How to Create a Tribe of True Believers:

1 of 1 people found the following review helpful. It is a great read and filled with tips on how to make ...By Roxanne P. SnyderI learned about this book from a book review with Brian Johnson. It is ironic I was at work viewing the

review. I was so impressed that I looked up Lisa's book during lunch and read the forward. I purchased two copies right away; one for myself and another for a friend. I have since referred 10 people to this book in an effort to help them to help their business. It is a great read and filled with tips on how to make any business a success. It is a wonderful concept on creating a Noble Purpose for your team. Sadly many companies, small, start ups, or large corporations will not make the change that could impact their companies and employees futures. Would recommend this book to any business. 1 of 1 people found the following review helpful. A must read for any business leader

By M. Koopman
Lisa's noble purpose message has been one of the most influential messages to me as a business leader. I loved her first book on the topic (Selling with Noble Purpose) and this one (Leading with Noble Purpose) is even better. It not only clearly defines why it is important, but provides great tips and examples of how to put Noble Purpose in practice as a leader to drive greater business results. This is a must read for any leader! Thank you Lisa for sharing your wisdom.

0 of 0 people found the following review helpful. revenue and cash flow grow at amazing rates to the benefit of all stakeholders

By Rick Pay
Leading with Noble Purpose goes beyond the typical financial measures of company performance and brings strong focus on the innate purpose of the enterprise. Without purpose, people do not understand why they are doing what they are doing. With purpose, acceleration of profit, revenue and cash flow grow at amazing rates to the benefit of all stakeholders. Ms McLeod speaks from vast experience and make you think more deeply about your noble purpose. Highly insightful and valuable.

Profit doesn't drive purpose. Purpose drives profit. We made some incorrect assumptions about work and those assumptions are killing us. We allowed a narrative that is solely about earnings to replace what we know to be true about human motivation. Human beings are hardwired to seek purpose, but according to data, most people don't feel a sense of purpose in their work. Work has become a grind, an endless series of tasks that lack meaning. Building upon her bestseller *Selling with Noble Purpose*, leadership expert Lisa Earle McLeod tackles the employee engagement crisis by showing leaders how to put workplace meaning front and center. McLeod, whose clients include organizations like Google, Hootsuite, and Roche, asserts that many organizations are unconsciously squandering their greatest asset—their people's passion. By putting profit before purpose, organizations eroded the very thing that makes a business great. The narrative of profit, earnings, and bonuses was supposed to improve employee performance, but it had the opposite effect. It stripped the joy and meaning from work in ways that have a chilling effect on morale, performance, and ultimately profit. In this new book, McLeod shows leaders how to: Win the hearts and minds of employees, clients, and stakeholders through a Noble Sales Purpose Reframe your approach to metrics so that they accelerate performance Create a tribe of True Believers who drive revenue and do honorable work People want to make money and make a difference. *Leading with Noble Purpose* shows leaders how to do both.

From the Inside Flap
We've all heard the adage: "No one on their deathbed wishes they'd spent more time at the office." That adage, though, is misunderstood. It belittles the critical role that meaningful work plays in our lives. Human beings are hardwired for meaning. We want our lives to count for something. Unfortunately, many people see their work as devoid of higher purpose. Instead, they experience work as an endless grind. But it's not the work itself that kills our spirit. It's doing work without meaning. *Leading with Noble Purpose* provides a roadmap for creating a meaningful and profitable workplace. Building on her bestseller, *Selling with Noble Purpose*, leadership expert Lisa Earle McLeod reveals how leaders from organizations large and small have grown morale, productivity, and profits by unleashing their Noble Purpose. It's time to liberate your organization from a spreadsheet mentality, so you can create a tribe of true believers who rally around a cause called "the customer."

From the Back Cover
Is overemphasizing profit costing you money? Most organizations shoot themselves in the foot by trying to drive growth through financial incentives. That approach rarely works. *Leading with Noble Purpose* reveals the true catalyst for revenue growth, competitive differentiation and employee engagement. That catalyst is Noble Purpose. "McLeod shows leaders how to win the hearts and minds of customers, employees and shareholders. Highly recommended." —LEYLA D. SEKA, SVP and GM, desk.com at salesforce.com "Ever wonder if your work really matters? You're not alone. Huge numbers of employees are disengaged from their jobs and companies. Now Lisa McLeod has identified the cause: lack of purpose. When work is stripped of joy and meaning, performance plummets, customer service deteriorates, and profits shrivel. *Leading with Noble Purpose* shows leaders how to reignite emotional engagement." —DANIEL H. PINK, Author of *Drive* and *To Sell is Human* "Other leadership books tell you that to rally your team you need a higher purpose. *Leading with Noble Purpose* shows you how to get that done." —MARSHALL GOLDSMITH, Author of *Triggers* and *What Got You Here Won't Get You There* "Rarely does a book come along that causes you to say, 'You had me at the preface!' *Leading with Noble Purpose* is a poignant and powerful wake-up call to stop leading with superficial form and start leading with compelling substance. It is a strategy for success and a rallying cry for sanity and soul in how we run any business. McLeod writes with the profound wisdom and practical counsel you don't want to miss." —CHIP R. BELL, Author of *Sprinkles: Creating Awesome Experiences Through Innovative Service* Using the same engaging conversational style that packs her speaking engagements around the world, leadership expert Lisa Earle McLeod shares the nuts and bolts of how to bring Noble Purpose to life in every corner of

your organization—while reigniting your own passion for work. About the Author When it comes to the workplace, LISA EARLE MCLEOD is passionate about two things: competitive differentiation and emotional engagement. She is a globally recognized strategy consultant, executive adviser, and keynote speaker whose clients include Google, Hootsuite, Novartis, and Roche. McLeod's bestseller, *Selling with Noble Purpose*, was a game-changer in the world of sales. Now, in *Leading with Noble Purpose* she shows leaders how to find and scale purpose across an entire organization. McLeodandMore.com