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Leading So People Will Follow

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Leading So People Will Follow Erika Andersen

A unique take on leadership from a popular Forbes blogger and nationally-known leadership coach

"Leading So People Will Follow" explores the six leadership characteristics that inspire followers to fully support their leaders. Using Erika Andersen's proven framework, new leaders and veterans alike have increased their capacity for leading in a way that creates loyalty, commitment and results. Step by step, Andersen lays out six key attributes (far-sightedness, passion, courage, wisdom, generosity, and trustworthiness) and gives leaders the tools for developing them. This innovative book offers a practical guide for building the skills to become a truly 'followable' leader. Filled with examples from forward-thinking organizations such as Apple, NBC Universal, Union Square Hospitality Group, and MTV Networks Maps out the six attributes of leadership Includes a free online Followable Leader assessment Author Erika Andersen is one of Forbes' most popular bloggers and coaches some of the most successful leaders in America

Using self-assessments, real-world examples, and concrete tools, "Leading So People Will Follow" helps build timeless core skills that work for leaders in any field.

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