



Lead with Purpose

John BALDONI

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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 a leader's job to provide his people's work with meaning. Lead with Purpose shows you how it's done.

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