

The Truth About Being a Leader

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The Truth About Being a Leader

...And Nothing But the Truth

Dr. Karen Otazo

The Truth About Series

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Praise for The Truth About Being a Leader “If you ever met Dr. Otazo, you certainly would read her new Truth book. She is as she writes—engaging, pithy, memorable. Take ‘Truth 33: Questions Unite; Answers Divide.’ Now ain’t that the truth. And there are 51 other bon mots just like it. Open the book. Read a truth. You will smile, reflect, and be a better leader for it.” — Paul McLoughlin, The Krow Show with Paul McLoughlin, aka ‘the work_wonk,’ Live Online Radio, Wednesdays, 1 pm Eastern, .VoiceAmericaBusiness.com “This is a sharply written book with smart insights into the business world. Dr. Otazo is blunt, honest, and concise—exactly the advice a real leader needs.” — Rudy Giuliani “The Truth About Being a Leader is a book that offers practical advice about the very difficult and elusive art of leadership. Dr. Otazo’s book offers real lessons for anyone who is tasked to lead people!” — Marc Morial, CEO, National Urban League “This book takes you on a tour ‘behind closed doors’ of the landscape of leadership. Just as great military leaders have to know the ground where a future battle will take place, you as an aspiring leader will need to know about the terrain that is covered in this book. And the scope of the landscape here is impressive. It is not just the expected areas such as vision, communication, and team work, but also the important and often undiscussable matters such as how to select an assistant, the role of BS, and the care and use of your body as a leadership act. You can either hire Dr. Otazo as an executive coach to impart her years of wisdom from working with great leaders—or you can read this compelling book and get the secrets here.” — Douglas T. (Tim) Hall Professor of Organizational Behavior, Director, Executive Development Roundtable, Boston University School of Management “Dr. Otazo has written a must-have book for leaders and would-be leaders! This gem of a book contains concise, easy-to-navigate chapters and useful tips. Best of all, she has included additional reading as reference for those who want more. The book explains the fundamental elements of leadership in a direct manner. If you are a leader or see yourself as one, this book offers practical and honest ways to succeed. Otazo has created a tool that can be referenced again and again.” — Ellen Susman, Producer/Host of PBS television show for women Balancing Your Life with Ellen Susman, www.balancingyourlifeonline.com “Dr. Otazo tops Jack Welch’s book, On Winning, with both her insight and depth. Amazing...This book is Otazo’s Master Class on leadership.” — Regina Gill, Head of Advertising Sales Germany/Austria, Financial Times Europe “I am so impressed with this book. I especially like the point that there is no BS...it is straight to the point, concise, clear, and easy to read. My favorite chapter is ‘A Leader Must Always Be On.’ I have lived with this premise 24 hours a day for 45 years. I like the bathtub and fertilizer ideas!” — Walter Johnson, Chairman, Amegy Bank of Texas “In this marvelous book, Dr. Otazo shares her profound wisdom from decades as one of the most respected coaches in the corporate world. Who better to help every aspiring leader become the very best they can be? Practical yet thought provoking, The Truth About Being a Leader creates a holistic way of looking at the roles of the leader. An added bonus is the further reading section—which in 30 pages is a wonderful summary of where the leader can go to learn more.” — Lynda Gratton Professor of Management Practice, London Business School, AIM Fellow “Leading is about choices. We get them right or make mistakes. What informs our decisions are our frameworks and experiences. Dr. Otazo gives us a rich mix of both. She is clear and crisp, practical and theoretical. Help yourself make your choices. Read and study this book to find a tool kit for the ‘nuts and bolts’ of leading. She delivers a treasure chest of perspectives and insights for all leaders. So whether for the ‘mechanic’ or the ‘architect’ leader, or whether you’re an advanced, learning, remediating, or novice leader, this book’s for you and for all of us who lead.” — John D. Hofmeister, President and U.S. Country Chair, Shell Oil Company “The simple truth is that everyone who is, or aspires to be, in a leadership position should keep this book close to hand at all times. An excellent distillation of the essential elements of leadership, this is a practical resource tool that speaks with

the voice of a trusted friend and advisor. Clear and concise, this book has something useful to say on just about every facet of leadership. Dr Otazo, in print as in person, is always wise and always pertinent.” — Rosemarie Wallace, Regional Managing Director, Reader’s Digest Asia “I very much enjoyed reading *The Truth about Being a Leader*, which accurately reflects so many of the situations I have encountered in 40 years of business life.” — Maarten van den Bergh, Chairman Lloyds TSB Group plc

“From her own vast experience as a coach and leader herself, Dr. Otazo has written a book that really does tell the truth about what it takes to be a leader. Those who want a book that will give easy answers about leadership should look elsewhere. The answers given here aren’t the easy ones—but they are the correct ones. This is the book that I will be giving to my own clients in leadership positions—and constantly referring to myself!” — Mark Forster, Time Management Guru, Author of *Get Everything Done and Still have Time to Play* and other books “Put away all those leadership theories and pick up this book. Dr. Otazo presents real issues with pragmatic strategies and immediately actionable tactics. A must-read for experienced and emerging leaders and their coaches.” — Sheryl Spanier, President, Sheryl Spanier & Company, Leadership coaching guru “Whereas academics have leadership theory and successful leaders like Jack Welch (‘Winning’) can relate their experiences, Dr. Otazo speaks from having seen what works—and what doesn’t—across thousands of her client managers. This is a very readable, practical manual, chock full of savvy insights and advice.” — Brad Smart, Author of *Topgrading*, www.topgrading.com

“Dr. Otazo has allowed the ‘Divine’ to enrich, bless, and empower us with detailed insights that make a difference. Simple tenets for complex times. Elegant prose, proficient wit, sweet charm, and tried and tested expertise is what the global business community needs...now. Like an ancient sage of old, her still gentle prophetic voice crying loud from the wilderness of information clutter and foolishness will guide us. Leaders will sing a ‘new song’ in a strange land.” — Dr. Alvin Augustus Jones, CEO, Be “Leadership is no mystery! Dr. Otazo not only breaks the code, she arms her readers with sure-fire, time-tested wisdom. If you dare to grow...read on!” — Jeff Mosely, CEO Greater Houston Partnership “The contents of Dr. Otazo’s new book truly live up to its title, *The Truth About Being a Leader*. The many valuable insights in the book don’t come from theory but from Otazo’s tremendous experience. The good advice ranges from the importance of the leader’s assistant to treating customers as part of the company’s resources to playing it straight with the media.” — Murray Weidenbaum, Honorary Chairman, Murray Weidenbaum Center on the Economy, Government, and Public Policy, Washington University in St Louis “In Dr. Otazo’s work, you will find many truths and much practical advice on leadership. This is a book where you can pick your topic and cut to the chase.” — Courtenay Huff, Partner, Accenture “Dr. Otazo writes with brilliant clarity—this book contains a superbly crafted series of impactful lessons that perfectly capture the unconscious world of ‘being a leader.’” [md] Paul Norris, Managing Director European Equities, Lehman Brothers “Dr Otazo brings a precise, frank assessment of the dynamics most executives face at some point in their career. (Or, face over and over!). Her suggestions on how to frame and ‘deal’ provide a powerful jumpstart for those prepared to listen.” [md] Chris O'Donohue, Vice President PepsiCo International What really works: how to become a great leader, starting today When it comes to effective leadership, everyone has an opinion. But you don’t need opinions: you need proven, real-world solutions, based on facts and evidence. That’s what *The Truth About Being a Leader* delivers: high-power leadership techniques you can use every day, whether you lead one person or 100,000. Dr. Karen Otazo has spent more than 20 years coaching executives in virtually every type of organization. She’s worked personally with more than 2,000 individuals, from interns to CEOs. Now, drawing on hundreds of secret leadership feedback reports, she reveals what actually works—and doesn’t work—when it comes to being a great leader. You’ll find simple, easy-to-use

techniques for smoothly assuming new leadership roles...honing your style...maximizing your ...

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