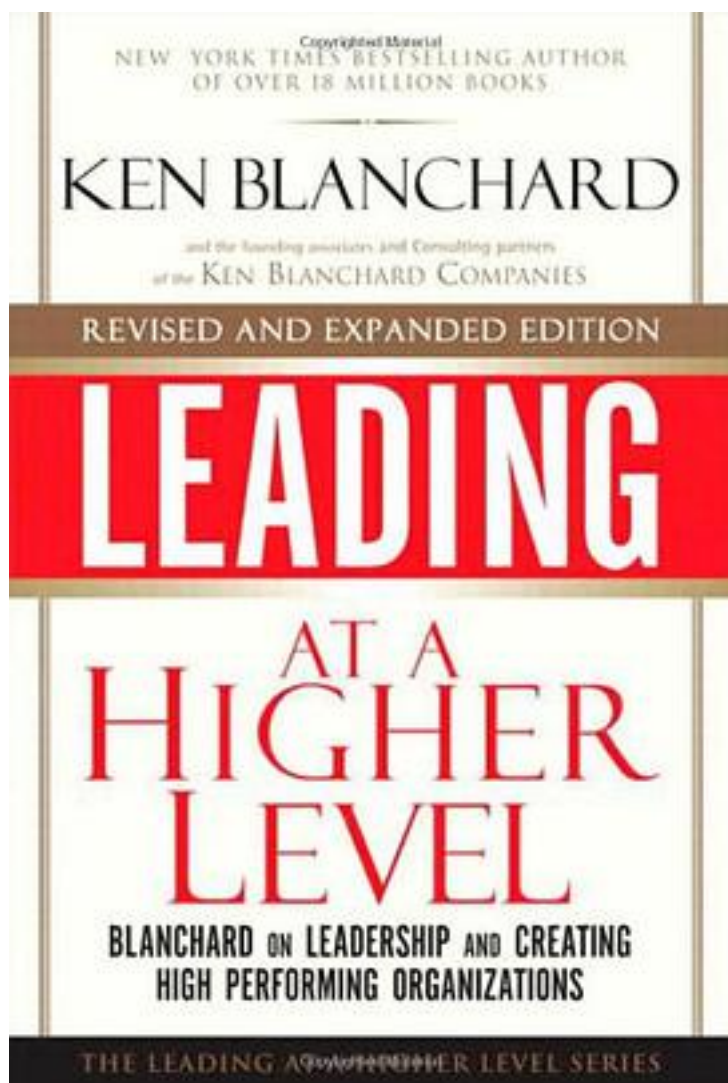


Leading at a Higher Level, Revised and Expanded Edition



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30 Years of Breakthrough Leadership Insights in One Extraordinary Book! From The One Minute Manager® to Raving Fans, Ken Blanchard's books have helped millions of people unleash their power and the potential of everyone around them. The Ken Blanchard Companies has helped thousands of organizations become more people oriented, customer centered, and performance driven. Now, in this fully updated edition of Leading at a Higher Level, Blanchard and his colleagues bring together all they've learned about world-class leadership. You'll discover how to create targets and visions based on the "triple bottom line" and make sure people know who you are, where you're going, and the values that will guide your journey. Leading at a Higher Level presents the definitive discussion about using Situational Leadership® II to lead yourself, individuals, teams, and entire organizations. More important, you'll learn how to dig deep within, discover the personal "leadership point of view" all great leaders possess, and apply it throughout your entire life. For everyone who wants to become a better leader... ..in any company, any organization, any area of life Build an organization that "walks the walk" on values Eliminate the gap between your company's stated values and actual behavior Serve your customers at a higher level Deliver your ideal customer experience and create "raving fans" Coach to bring out everyone's best, from top to bottom Create a coaching culture that boosts performance at every level " Leading at a Higher Level makes clear that respect and integrity aren't pleasant-sounding options; they are essential criteria for an organization's survival. As inspiring as it is instructive, this book belongs in every leader's core curriculum." Warren Bennis, bestselling author of Leaders and On Becoming a Leader "If you want to have a great company, you don't have a choice but to lead at a higher level. When you do that, you excite your people, they take care of your customers, and your cash register goes ca-ching." Horst Schulze, Vice President and CEO, The West Paces Hotel Group, LLC; Founding and former President & COO, The Ritz-Carlton Hotel Company, LLC

作者介绍:

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