



Lead

Gary Burnison

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Lead is a different kind of book. Rather than being the “last word” on leading others, it is meant to be the “first word”—an invitation to the reader to reflect on what the leadership journey means to each and every individual.

At its core, *Lead* will benefit anyone who seeks to inspire, influence, or lead others, whether they are coaches, teachers, pastors, community organizers, politicians—or are in the C-suite.

Lead offers an exploration of the essential elements of leadership, which author Gary Burnison defines as: purpose, strategy, people, measure, empower, reward, anticipate, navigate, communicate, listen, and learn—all of which culminate in leading. Instead of taking the left-brain approach of “paradigm shifts” and “leadership models,” the author focuses on right-brain constants such as emotional connection, compassion, focusing on others, humility, and managing oneself. Lead readers will find inspiring stories, easy to digest analogies, reflective exercises and evocative images meant to give them pause, draw them in, and encourage introspection.

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