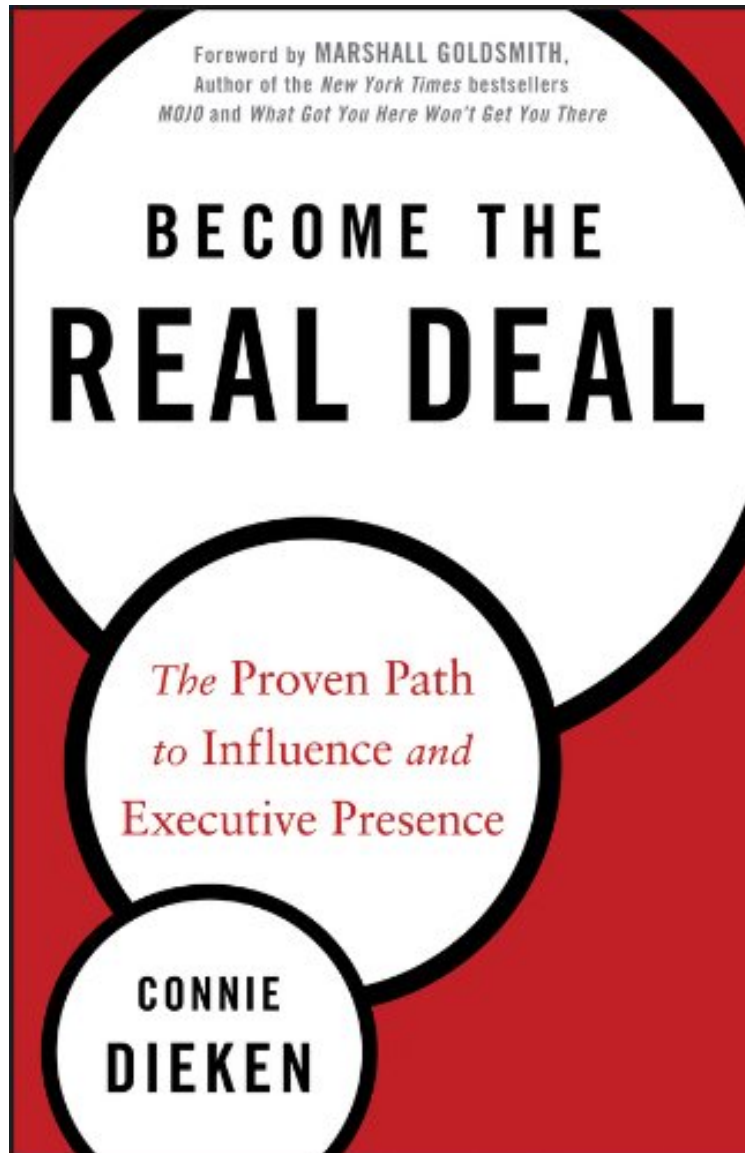


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Connie Dieken

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Become the real deal and you'll become the leader you're meant to be. If you want to make change in your organization and in your world, and advance your own career, you need to become a person who can effectively influence others to take action. When looking to bring about organizational change of any kind, the main skill required is influence. Nothing will help your cause more than being able to effectively influence others to take action. *Become the Real Deal* presents a modern and practical approach to leadership that yields unlimited dividends for leaders at all levels. Author Connie Dieken calls these dividends your Return on Influence[®] (ROI). You'll discover your own Centers of Influence through a series of visual dashboards and learn how to capitalize on these Centers of Influence to become the powerful, purposeful authority you're meant to be. Readers will learn how to override personal influence-killing tendencies, such as narcissism, anxiety, long-windedness, silence, social facades, and invisibility. Connie Dieken is the country's foremost Fortune 500 communication coach and executive coach to the world's top brands, an Emmy award winning former TV news anchor, reporter, and inductee of the Radio/Television Broadcasters Hall of Fame. For anyone seeking to be the "real deal," this book uncovers the strengths and skills you need to gain influence and lead your organization to success.