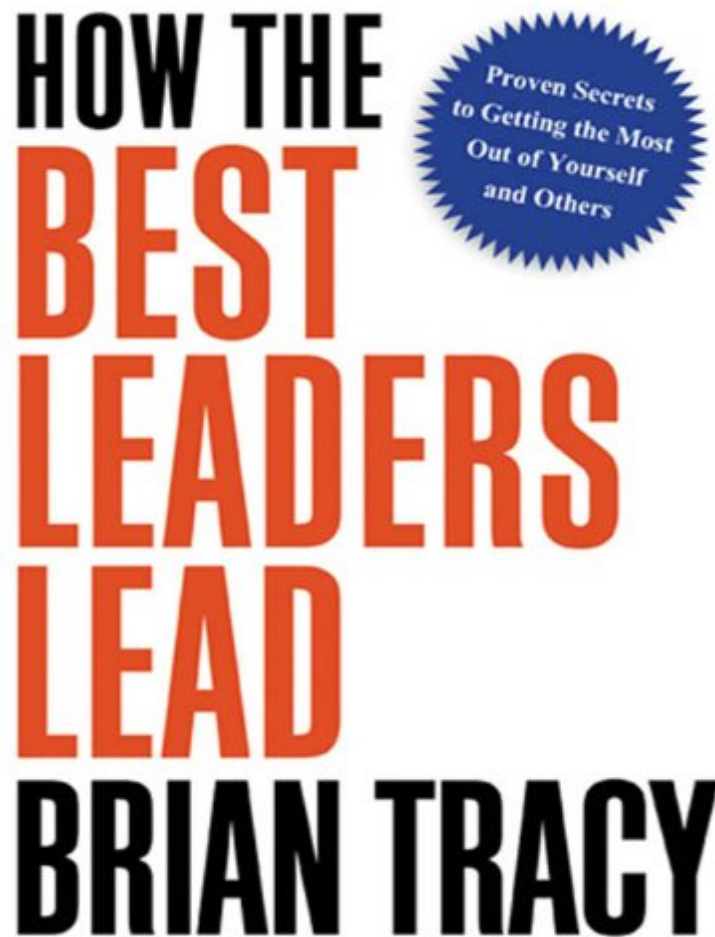


How the Best Leaders Lead: Proven Secrets to Getting the Most Out of Yourself and Others

Brian Tracy

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Brian Tracy : How the Best Leaders Lead: Proven Secrets to Getting the Most Out of Yourself and Others before purchasing it in order to gauge whether or not it would be worth my time, and all praised How the Best Leaders Lead: Proven Secrets to Getting the Most Out of Yourself and Others:

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this book is a perfect checklist for what leaders should be doing in uncertain times, to lead towards values/vision/mission with clarity, focus, determination and success. Regards, Ken Calhoun, Pres. Daytrading University
1 of 1 people found the following review helpful. Outstanding Read By Michael Francis Quinn
This book is very beneficial for anyone in management, Business and sales. It has a great chapter dedicated to just management which is excellent. What I liked best about the book is at the very end there are several questions anyone in business or sales ought to think about they will help to become very focused and ask good questions about your business.
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Some great nuggets of wisdom in this book. It will stay in my library and I'll read it again and again.

Soundview's Harold Longman Award for Best Business Book of 2010
Leadership is the critical factor that determines the success of any business or department. The ability to select, manage, motivate, and guide employees to achieve results is the true measure of any leader's success. In this fast-moving book, business expert Brian Tracy reveals the strategies used by top executives and business owners everywhere to achieve astounding results in difficult markets against determined competition. Brian Tracy has worked with more than 1,000 companies in 52 countries. In *How the Best Leaders Lead*, he gives you a series of practical, proven ideas and strategies that leaders and managers at every level can use immediately. They're:
• Determine their ideal leadership style for any situation
• Motivate their people with the Three R's: Recognition, Rewards, and Reinforcement
• Set clear goals and objectives for themselves and others
• Develop an exciting future vision for their business
• Set priorities and focus on key tasks
• Solve problems faster and make better decisions
• Hire and keep the best people
• Build, manage, and motivate winning teams
• Communicate and get their ideas across to others
• Motivate people in turbulent times
• Identify opportunities and take concrete action
• Plan for the future while managing the present
With this timely guide, anyone can learn how to become a better and more effective leader and get more done faster than they ever dreamed possible.

Tracy shares powerful leadership lessons from the business world, history books, military strategy, and thought leaders.
• T + D magazine provides excellent insight into the minds of today's most promising leaders. It will make the reader stop and think and ask the important questions not only of his team but of himself.
• IEEE magazine: "This excellent book is a valuable resource, both for personal and professional use, for leaders and managers at every level."
• AORN Journal: "The world sorely needs better leaders. Brian's book fills that need well, guiding you with seven basic responsibilities of leadership: to be your best."
• CEO Refresher.com: "The Best Books 2010" If Warren Bennis is the foremost thinker on business leadership, Brian Tracy isn't far behind.
• Financial Executive: "As a primer on basic thinking about leadership, it's up near the head of the class."
• Accounting Today: "From the Inside Flap: As a savvy and motivated professional, you're constantly on the lookout for high-impact leadership strategies to take your business to the next level and beyond—which doesn't bog you down in abstract theories or exhaustive case studies. You need foolproof ways to lead your people to achieve outstanding results, even in challenging times. As legendary football coach Vince Lombardi said, it's time to get brilliant on the basics." The world's great business leaders make it all look easy because they keep it simple: measurable, repeatable methods that generate exceptional results in both strong markets and weak, good economies and bad. There is perhaps no greater student and teacher of these proven and timeless leadership strategies than Brian Tracy, whose business books, seminars, and consulting work have guided countless thousands of professionals, executives, and leaders of all stripes to truly amazing results. In *How the Best Leaders Lead*, Tracy breaks down the art and science of business leadership into the seven fundamental responsibilities that outstanding leaders master. Essential for success in any organization and every leadership position, they are:
• Setting and achieving goals. Leadership is not abstract—you need to state where you're going and follow through on what it takes to get there.
• Fostering innovation. Continuously improving your products, services, processes, and promotion methods is the only way to remain dominant.
• Problem solving and decision making. As Tracy notes, "The only obstacles that stand between you and the business success you desire are problems, difficulties, hindrances, and barriers. Your ability to go over, under, or around these problems is central to your success."
• Setting priorities. Mastering the ability to effectively deploy your three most critical resources—people, money, and time—is vital.
• Setting high standards—and leading by example. The simple but profound truth is that your people can only follow you as far as you lead them.
• Inspiring and motivating others. Getting past "command and control" is the key to sustainable leadership success.
• Performing and achieving results. The direct outcome of the previous six responsibilities combined, this is the measure by which you will ultimately be judged. How do you master these responsibilities? First, you must ask yourself, "How well do I know myself and what I truly want in my work and my life?" *How the Best Leaders Lead* will take you through a thorough self-analysis with which you will discover what is truly important to you—and

identify the specific steps you must take to achieve it. You'll then read Tracy's life-changing lessons culled from the leading edges of business, the annals of history and military strategy, and the wisdom of the world's most powerful leadership and management thinkers past and present. Leadership is an exact science but a simple one, born of clear vision and courage, self knowledge and integrity, focus and confidence. With acute insight and Brian Tracy's quintessentially accessible guidance, *How the Best Leaders Lead* brings those powerful attributes and leadership greatness easily within your reach. Brian Tracy is a top business speaker, author, and consultant, addressing more than 250,000 people worldwide each year. He has written 45 books and produced more than 400 audio and video learning programs, which have been translated into 27 languages. He is the President of Brian Tracy University and the Chief Learning Officer of iLearning Global.com, the preeminent business learning portal in the world today. He lives in Solana Beach, California. From the Back Cover Do you have the heart of a leader? You'd better. Because even under normal circumstances, only the most focused, effective, and inspiring leaders have what it takes to motivate their teams to outstanding success—and now, as we navigate the turbulent waters of more challenging times, competition is leaner and more fierce than ever. No matter what your goal, your coming out on top depends not only on knowing how to lead—but on being one of the best at doing it. World-renowned business and personal achievement expert Brian Tracy has helped thousands of professionals and organizations master the kind of leadership skills they need to achieve everything they've set out to do and more. And now—in his first ever book on leadership—the best-selling author who has helped countless people attain the kind of success many thought they could only dream of shows you how to break past even the most difficult challenges and obstacles, and lead your way to spectacular business results. Packed with proven winning strategies and actions you can implement immediately, plus powerful tools, including self-assessments, a strategic planning questionnaire, and other eye-opening exercises, *How the Best Leaders Lead* reveals a champion's playbook of secrets, tactics, and strategies that will enable you to:

- * Determine your ideal leadership style for any situation
- * Motivate your people with the Three R's—Recognition, Rewards, and Reinforcement
- * Develop an exciting future vision for yourself and your business
- * Expertly communicate your ideas
- * Determine priorities and set clear goals and objectives
- * Hire and keep the people most capable of helping you accomplish your objectives
- * Identify opportunities and take concrete action
- * Solve problems faster and make better decisions
- * Delegate effectively to get more done in less time
- * And much more

Armed with the resources and techniques used by the best-of-the-best, cream-of-the-crop executives, managers, and entrepreneurs across a variety of industries and backgrounds, there will be nothing stopping you from becoming the kind of indomitable leader who envisions a great future and knows exactly how to make it happen. *How the Best Leaders Lead* is your own personal template for brilliant success.