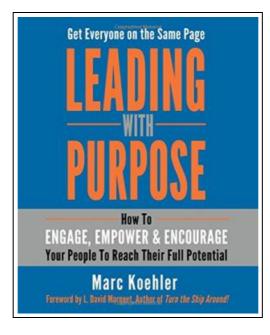
# Leading with Purpose: How to Engage, Empower Encourage Your People to Reach Their Full Potential



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## Reviews

*I actually started looking at this pdf. It is writter in basic words and phrases and not confusing. I discovered this pdf from my i and dad suggested this publication to understand. (Vergie Fahey)* 

# LEADING WITH PURPOSE: HOW TO ENGAGE, EMPOWER ENCOURAGE YOUR PEOPLE TO REACH THEIR FULL POTENTIAL



Over and Above Creative. Paperback. Condition: New. 184 pages. Dimensions: 9.0in. x 7.2in. x 1.0in.There are 28 million small businesses in the US with less than 500 employees, and 540, 000 new ones start every month. The biggest challenge for every CEO and business owner is how to create an engaged, productive workforce sharing the same company vision and purpose. Leading with Purpose provides a set of proven solutions for this challenge, enabling CEOs to engage, empower and encourage all their people to take ownership of their job and clearly understand the key role each of them play in achieving the companys success. The core tool in this book is the one page plan, which is literally a brilliant strategic planning tool that that is laid out in terse statements on a single page such that every single person in the company can see and understand it. The book shows CEOs and executives how to put together an effective, powerful one page plan according to a specific sequence of items. Whats even better is that the books one page plan coordinates with the Leading with Purpose online platform (www. leadwithpurpose. com) to which all readers get a free one-month trial. This main section of the book is filled with many case histories illustrating the benefits of preparing, using, and sharing the companys one-page plan with every single employee. What becomes absolutely clear is that this new form of strategic planning is highly effective at literally getting everyone on the same page, sharing the CEOs vision and understanding the companys mission, its values, and its long-term and short-term goals other words, the companys purpose for being. In Part 2, Marc provides 7 critical principles about leadership that help readers implement their one page plan with the utmost success. Based on his...

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