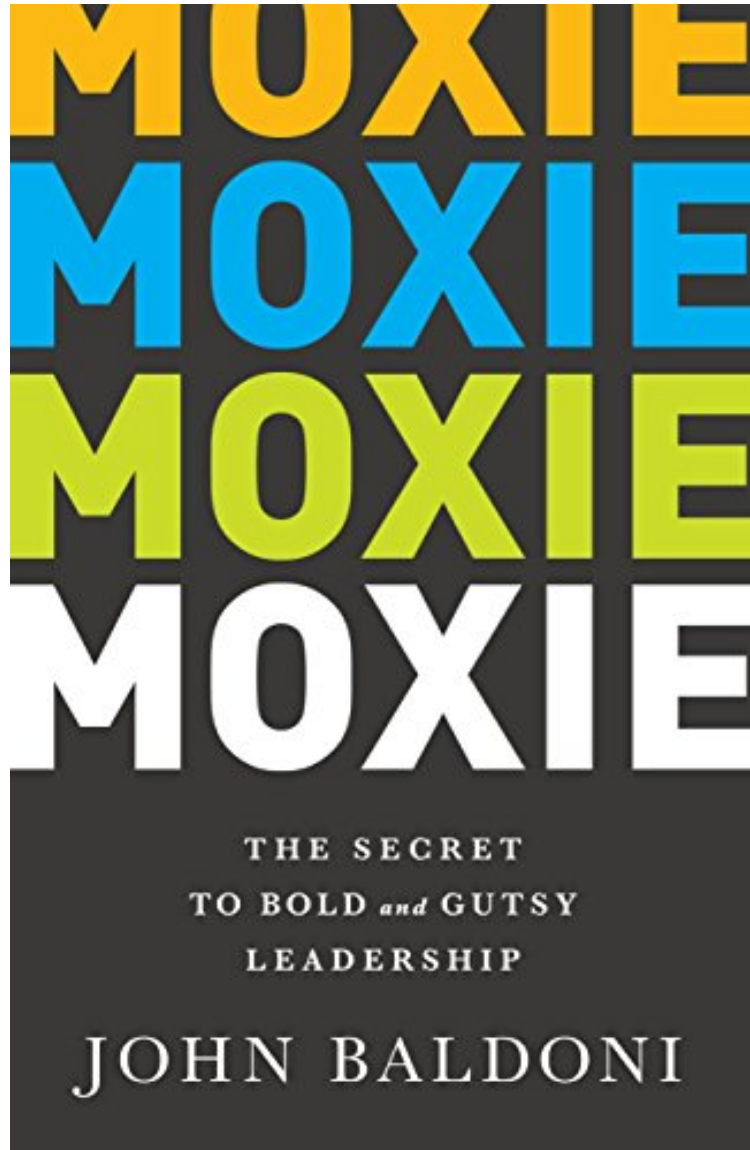


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Moxie: The Secret to Bold and Gutsy Leadership

John Baldoni

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John Baldoni : Moxie: The Secret to Bold and Gutsy Leadership before purchasing it in order to gage whether or not it would be worth my time, and all praised Moxie: The Secret to Bold and Gutsy Leadership:

1 of 1 people found the following review helpful. Easy and fast read. Great Book!By ChappieSimple and to the point with references easy to follow. BLUF - Buy, read, and share with staff to better coach, counsel, and mentor.0 of 0 people found the following review helpful. A great read!By Patrica LenkovSage advice on leadership! Moxie as an Acronym (for Mindfulness, Opportunity, X Factor, Innovation and Engagement) is so interesting and should provide insight for leaders of all types of organizations. This book is very well written with many real life examples and

illustrations to drive home the ideas. 3 of 4 people found the following review helpful. Nice, hardcover
By Christopher Merlo
This book feels right. Nice, hardcover, compact format perfect for quickly slipping in and out of a travel bag.
Great slipcover design with a compelling title. Who doesn't want Moxie when it comes to navigating day-to-day business and personal challenges.

Leaders today need to be mindful of their circumstances as well as mindful of their own strengths and shortcomings. They need to have the disposition to succeed as well as the inner resourcefulness to persevere. Leaders must be willing to do things differently but also draw on tried and true traits, such as courage and gumption. Moxie is a concept that the modern leader is wise to adopt—;one part courage, one part can-do spirit, and one part recognition. In *Moxie: The Secret to Bold and Gutsy Leadership*, author John Baldoni uses concrete, tried-and-true steps to bring out the inner leader in everyone. For management and employees alike, Moxie provides a roadmap to inspire innovation and effective leadership. Whether you're already at the helm of your organization or still looking for a way up the ladder, Moxie is the leadership tool you can't do without. Built on the MOXIE framework, leaders learn how Motivation, Opportunity, an "X" factor, Innovation, and Engagement work together for success.

John Baldoni is a prolific thought leader. With *Moxie*, he helps leaders recognize the fire that drives them. Touching on leadership, innovation, and engagement, John brings to life the excitement that drives us all to strive for the pinnacle of success which is often quite elusive. *Moxie* is a must read for any C-level manager or executive who wants to bring the energy back to their life and their career. Marshall Goldsmith, Top 50 Thinker and best-selling author of *What Got You Here Won't Get You There* and *MOJO*—;John Baldoni's newest offer *Moxie* is a valuable book for today's leaders. Drawing on examples from great trailblazers of the past, Baldoni shows how effective leaders work and behave with passion and purpose. Brilliantly integrating the traditional psychology of self-awareness with the critical need for people skills and resiliency, *Moxie* proves to be the whole package. Highly readable and inspiring! Stephen M. R. Covey, bestselling author of *The Speed of Trust* and coauthor of *Smart Trust*—;Mindfulness, Opportunity, X Factor, Innovation, Engagement. MOXIE. Just what corporate America is missing today. John Baldoni is known for coaching high-level executives as well as for his columns and books. Whether starting out with an innovative idea that is attracting investors or well established and sitting in the corner office, John's new book should be on the must-read list for those striving for excellence and success. Mike Myatt, best-selling author of *Hacking Leadership* and Forbes leadership columnist—;Finally, the definitive work on leadership! With laser-focus and global, historical perspective, John Baldoni has gifted us with the essence of real-life, authentic qualities that inspire teams, companies and nations to greatness. Denis Waitley, best-selling author of *The Psychology of Winning*—;Don't let the title fool you! John's book is not about being a business tough-guy. It is about having the inner resolve to find your special place as a leader and use it to make an impact on others. Once you read the real-life examples of leaders we all admire, you'll narrow in on your own X-Factor. Go out and buy this book! Paul Spiegelman, former CEO of The Beryl Companies and the New York Times best-selling author of *Patients Come Second*—;John Baldoni hits on the greatest challenge and opportunity facing today's leaders in his new book *Moxie*. Those in power who abuse their position lose the faith and trust of followers; those who work hard at their jobs and try to do the right thing gain influence. People want to follow them because they trust them. Barbara Kimmel, executive director, Trust Across America—;Moxie! Every great leader has it. Every great leader looks for it in the people he or she leads. Look under the hood of the most exciting and successful companies of our time and you'll find Moxie. Study the people who have changed history. You'll find Moxie. Read this book and let John Baldoni masterfully unpack for you one of the most sought after character strengths in the world. Kevin Freiberg, coauthor of the international bestseller *NUTS!*—;Southwest Airlines—;Crazy Recipe for Business and Personal Success and *Do Something Now: Be the One Who Makes Something Happen*—;With *Moxie*, John Baldoni explores what it takes to lead from the inside out. By focusing on mindfulness, Baldoni demonstrates how leaders can use their inner resolve to paint a picture of the future and overcome obstacles in order to achieve success for the organization. Gary P. Von Kennel, retired global CEO of Rapp Worldwide and former CEO of Tracy Locke Advertising—;Moxie is that rare leadership book that is both fresh and enduring and will make you think about how you lead. A coach at heart, John has written a must read for aspiring leaders as well as CEOs in a style that resembles a great conversation with a good friend. Bookstores are filled with leadership books that try to capture the next big leadership thing; in *Moxie*, John offers the big things that endure and help leaders succeed regardless of industry or environment. If you are a leader, this book will serve as a trusted resource for years to come. Brian Layer, CEO of N2growth and retired brigadier general in the US Army—;In *Moxie*, Baldoni offers a good selection of things to try and if you remain Mindful (as the M in MOXIE suggests) then you will quickly identify those techniques that serve you well. MOXIE is an entertaining read with some excellent learning points. Martin Rhodes, executive coach and performance improvement specialist; Principal Consultant at Atkins and Managing Director at Capstan Blue—;John Baldoni's book is aimed at a management audience, but is also a gold mine for business journalists. It has some great tips that might help business journalists who regularly interview CEOs and senior managers. For each of his Moxie definitions, he offers a series of questions that could be useful when preparing

for an interview. Business Journalism Baldoni illustrates his points with tales about leaders as diverse as South Africa's Nelson Mandela and Campbell Soup Company's Doug Conant. He also notes that opportunity can be viewed as the flip side of a setback: Inherent in adversity is a willingness to look beyond the immediate problem to see possibilities over the horizon. Biz Ed Magazine Baldoni's book is aimed at a management audience, but is also a gold mine for business journalists. It has some great tips that might help business journalists who regularly interview CEOs and senior managers. For each of his moxie definitions, he offers a series of questions that could be useful when preparing for an interview. Reynolds Center, BusinessJournalism.org Baldoni illustrates his points with tales about leaders as diverse as South Africa's Nelson Mandela and Campbell Soup Company's Doug Conant. He also notes that opportunity can be viewed as the flip side of a setback: Inherent in adversity is a willingness to look beyond the immediate problem to see possibilities over the horizon. Biz Ed Magazine Using examples from current and historical leaders and companies... [MOXIE] illustrates how savvy leaders use opportunity and innovation to overcome obstacles, reinvent, and make change work for them. Booklist A quick read, the book is inspiring rather than academic. Dealing with the turbulent nature of business requires a bold person at the head of an organization, and Baldoni shows numerous examples of such people. A solid addition to the leadership section on the business shelf. Library Journal