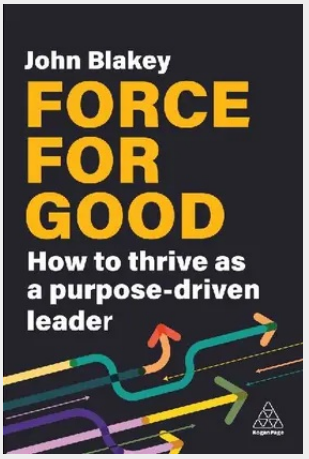
Blakey

Force for Good

How to Thrive as a Purpose-Driven Leader



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Inside each leader is a force for good and a force for bad. Which one wins? The one you feed. As more and more organizations become purpose-driven and commit to the triple bottom line of profit, people and planet, leaders need to practise a new set of behaviours to stay motivated, authentic, resilient and master winning behaviours. ***Force for Good*** explores the practical challenges facing purpose-driven leaders in a changed leadership landscape. Avoiding abstract and jargon-fuelled hype , John Blakey provides a collection of common-sense techniques and easy to use tools that any busy, performance-focused leader can quickly deploy to build a better, more purposeful organization

As the business world pivots from profit to purpose, leaders need to access a new set of behaviours, tools and approaches to stay motivated, authentic and successful. Force for Good will help leaders examine whether their current behaviours, ways of working and business strategies are appropriate to the ethical, intellectual and emotional challenges of the purpose-driven business life. John Blakey proposes that without new ways of working, purpose-driven leaders will become increasingly alienated, confused and ill-prepared for the challenges and transforming their business. Force for Good explores the practical challenges facing purpose-leaders. Taking abstract or confusing jargon-fuelled terms, the book provides a collection of common sense techniques and practical tools that any busy, performance-focused leader can quickly deploy to build better and more purposeful organizations.

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