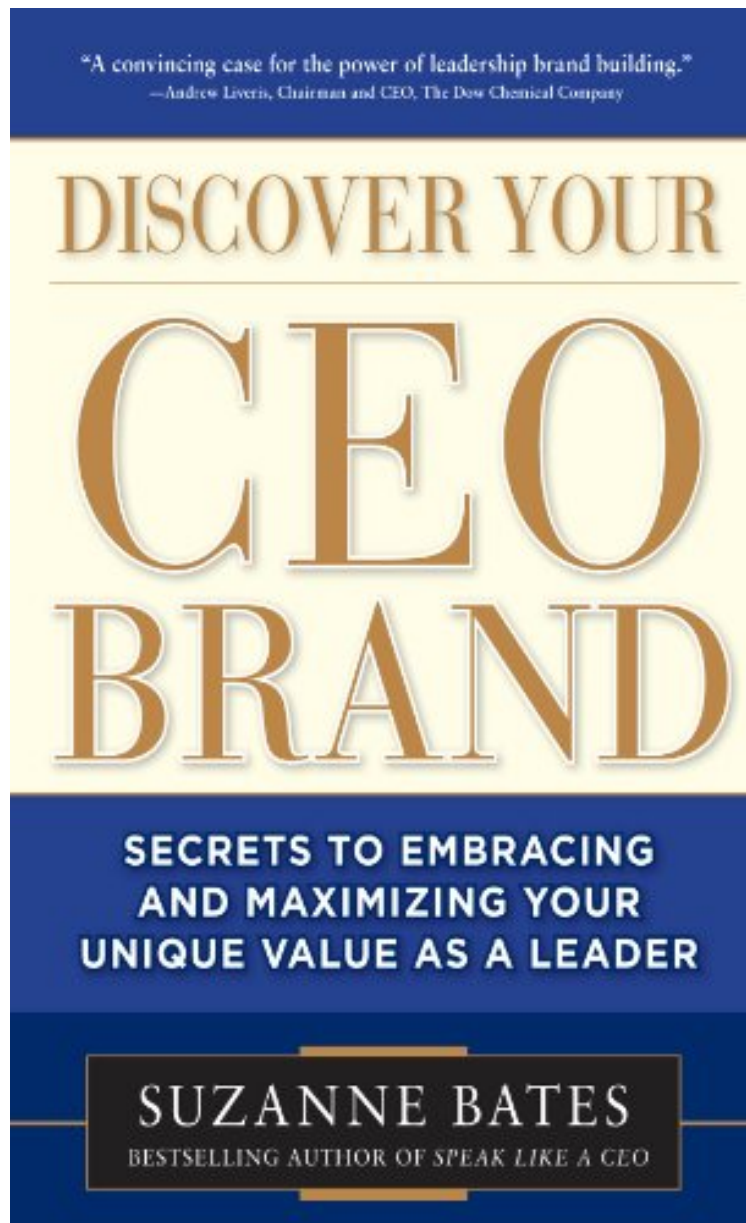


(Read free) Discover Your CEO Brand: Secrets to Embracing and Maximizing Your Unique Value as a Leader

Discover Your CEO Brand: Secrets to Embracing and Maximizing Your Unique Value as a Leader

Suzanne Bates

**Download PDF / ePub / DOC / audiobook / ebooks*



DOWNLOAD



+

READ ONLINE

#1072979 in eBooks 2011-09-22 2011-09-22 File Name: B005MPKE1I | File size: 37.Mb

Suzanne Bates : Discover Your CEO Brand: Secrets to Embracing and Maximizing Your Unique Value as a Leader before purchasing it in order to gage whether or not it would be worth my time, and all praised Discover Your CEO Brand: Secrets to Embracing and Maximizing Your Unique Value as a Leader:

0 of 0 people found the following review helpful. Taking Your CEO Brand to the Next Level - A Step by Step ProcessBy Kevin WarreneThe sub-title itself, Embracing and Maximizing Your Unique Value As A Leader, jumped right out at me. I don't currently have a CEO role, but, aspire to someday run a company. This book added quite a few great gems to becoming a better leader. Suzanne Bates has taken the step-by-step approach and provided a road map to this brand identification, development and use. One of the best chapters is Your CEO brand - The Story of You!! Well worth buying if you are in any type of leadership role.1 of 2 people found the following review helpful. All sizzle but no steakBy Felicia ZimmermanThis book represents what's wrong with publishing--and perhaps even America--today. Bates, a former local TV news personality with little or no real business experience, tells readers how to build their "CEO brand." One of her main bits of advice--tell your story. Really? No, definitely not. The typical small businessperson or entrepreneur can't tell "his (or her) story" in order to build a business. In fact, if the average person did as Bates suggests, he wouldn't attract business and might even get laughed at. There are too many folks like Bates out there--all sizzle but no steak. As for the folks who bought this book and gave it rave reviews, they are either the author's friends, motivational speakers as she is, or incredibly gullible.1 of 2 people found the following review helpful. The impact of a leader's brand on organizational successBy Susan O'NeilWhether you are a business leader now, or aspire to be one, your time reading Bates' new book will be well spent. She emphasizes the importance of increasing your visibility and influence, without losing your authenticity. In the telling of the stories of some storied business leaders today, Bates demonstrates how people can create new opportunities for the businesses they serve by elevating their own profile as a leader. Part and parcel to that is the focus on improving their communication skills to deliver critical messaging at all the right times.Examining how a leader's brand impacts organizational success is a teaching moment that Bates delivers very well.

Ride your personal brand to the highest level in your field! rdquo;A combination of inspiration and utility. . . . A must-read for leaders, entrepreneurs, or anyone who wants to harness the power of their own personal brand.rdquo; mdash;DONNY DEUTSCH, television host and Chairman, Deutsch Inc. ldrquo;Discover Your CEO Brand is an exploration into the art and science, heart and soul, and woof and warp of leadership. The examples are compelling, the reasoning impeccable, and the motivation irresistible.rdquo; mdash;ALAN WEISS, Ph.D., author of Million Dollar Consulting and The Consulting Bible ldrquo;I believe strongly that you cannot become a leader in an organization that operates in contrast to your personal values. With the advice provided in Suzannersquo;s book, I am confident readers will find the match that works best for them.rdquo; mdash;JONATHAN RECKFORD, CEO, Habitat for Humanity International ldrquo;Whether you are already a famous CEO with a well-established brand or just starting to craft that brand and its impact, this book is an excellent resource and guide. Suzanne Bates motivates all CEOs to develop their personal brand and clearly shows how to do it.rdquo; mdash;MARSHA FIRESTONE, Ph.D., founder and President, Women Presidentsrsquo; Organization ldrquo;Discover Your CEO Brand is a terrific read that sets out a powerful and compelling roadmap for becoming an effective leader. Filled with engaging examples, it is the quintessential guide to building your personal brand.rdquo; mdash;ANDREW SOBEL, author of All for One and Clients for Life About the Book Steve Jobs did it at Apple. Indra Nooyi did it at Pepsi. Alan Mulally did it at Ford Motor Company. What did these business leaders do exactly? They brought very real, positive change to their organizations by using their unique CEO brand. Now, executive coach Suzanne Bates explains how you can exert the same kind of influence at your company. Discover Your CEO Brand provides the insight, knowledge, and tools you need to discover your own personal CEO style and then develop it into a powerful presence that extends beyond your typical spheres of influence. Bates walks you through the process step by step, teaching you ways to increase your visibility and influence by combining traditional self-branding vehicles like PR and face-to-face networking with new social-media platforms, including Facebook, Twitter, and blogs. No two sets of values, principles, vision, and skillsmdash;the foundation of every successful CEO brandmdash;are alike. Whether yoursquo;re a CEO, team leader, or entrepreneur, you need to discover who you are as a leader, what you believe, and how that defines you. ltrquo;s not as apparent as you may think. Applying her years of expertise, Bates takes you deep below the surface to find the powerful leadership brand inside you, so you can: Connect with key audiences Elevate your leader profile Attract and retain the best talent Create business opportunities Shape a high-performance culture Drive long-term value within your company ltrquo;s not about crafting a leadership style out of thin air in order to influence people and ldrquo;get ahead.rdquo; ltrquo;s about discovering your own personal leadership style. ltrquo;s about connecting with others authentically. ltrquo;s about instituting change that benefits the company and the people in it. Yoursquo;re about to head down a road to dramatically improving your organization, your career, and your life. Take your first steps with Suzanne Bates and the proven methods she outlines in Discover Your CEO Brand.