



If You Will Lead: Enduring Wisdom for 21st-Century Leaders

Doug Moran

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If You Will Lead: Enduring Wisdom for 21st-Century Leaders provides readers with guidance for any sort of leadership journey. Whether you are a seasoned executive or just starting your first leadership role, this book will help you grow as a leader. Doug Moran starts by posing four critical questions for every reader to consider:

1. Who am I?
2. What do I want?
3. How can I get others to make their own choice to follow me?
4. How can I earn and retain the privilege to lead?

If You Will Lead helps each reader discover his or her own answers to these pivotal questions.

Moran has taken Rudyard Kipling's classic poem "If--" and created a leadership framework out of it that comprises sixteen eternal and essential leadership attributes. He draws on noteworthy historical events to illustrate how great leaders like Martin Luther King, Abraham Lincoln, Mother Teresa, and others applied these leadership attributes to achieve extraordinary results.

If You Will Lead uses the power of storytelling to teach its leadership lessons. It combines bigger-than-life examples with everyday stories to help leaders apply its lessons to their own leadership challenges, whatever they may be. It's a practical guide that offers numerous resources and tools to help readers hone their skills and achieve their full potential.

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