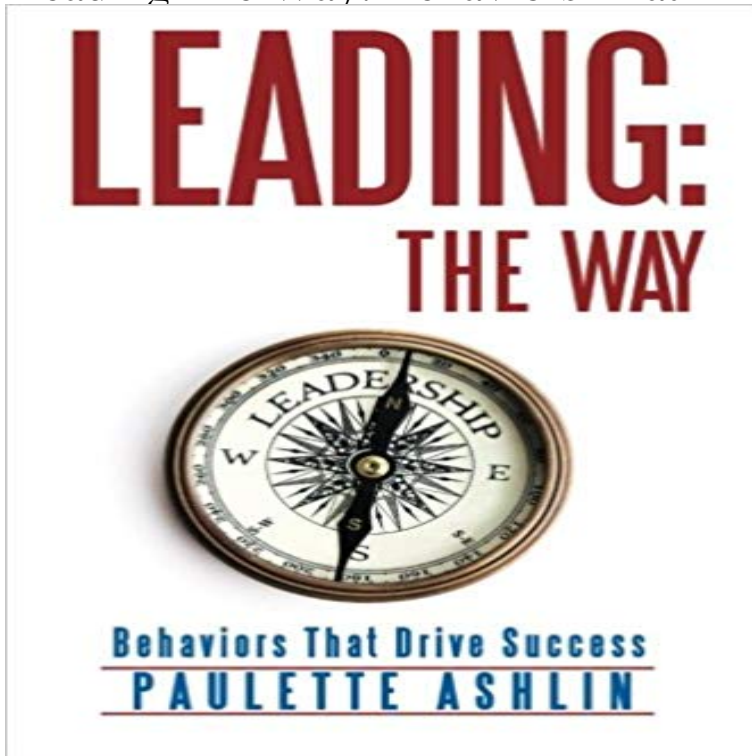


Leading The Way: Behaviors That Drive Success



Research based yet highly practical, *Leading: The Way* shows you how to transform your leadership style; communicate effectively up, down, and across; boost employee engagement; and exemplify vision and purpose. Get the complete picture of what's working, what's not working, and what you can do to improve from Paulette Ashlin's straightforward, behavior-based strategies! A terrific resource! Marshall Goldsmith, world-renowned executive coach and New York Times best-selling author of *Triggers*, *MOJO*, and *What Got You Here Won't Get You There* The key to being a great leader isn't luck or being gifted, highly educated, or unusually driven. The key to being a great leader is behavior. Great leaders behave in great ways. In *Leading: The Way: Behaviors That Drive Success*, author Paulette Ashlin teaches you how to adapt your behavior to appropriate situations, which will inspire people to listen to you, to believe in you, and to follow your lead. A worldwide leadership and business coach, Ashlin shares behavior-based strategies to transform your leadership style and attain professional success. *Leading: The Way* discusses how knowing your strengths and weaknesses is not enough; you need to understand how to behave your way into your aspired roles. It highlights the general principles of effective leadership that revolve around the core concepts of self-awareness, self-control, humility, integrity, empathy, global intelligence, personal stewardship, and performance. Using personal anecdotes drawn from her coaching experiences, Ashlin offers guidance on how to become a leader and remain a leader. She emphasizes the importance of responding to, changing, and improving your behavior to become the best you can be.

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