



Launching a Leadership Revolution: Mastering the Five Levels of Influence

By Chris Brady, Orrin Woodward

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Sooner or later, we are all called upon to lead.

Whether at your job or in your home, in your community or in your church, one day you will need to step up and take control.

When that time comes, will you be ready?

With the help of this unique, step-by-step guide for attaining invaluable leadership skills, you can be. Chris Brady and Orrin Woodward will guide you through their essential, time-tested "Five Levels of Influence":

Learn: a leader must be able to learn from anyone

Perform: persevere through failure to find success

Lead: extend your abilities by expanding your team

Develop Leaders: learn to trust your people

Develop Leaders Who Develop Leaders: create a legacy.

These five principles are illustrated in detail as the book examines such classic leaders as Winston Churchill, Benjamin Franklin, Theodore Roosevelt, George Washington, and even Saint Paul. Following their examples, you can adapt these five steps to your own career and life, unlock the leader within you - and launch your own leadership revolution.

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Launching a Leadership Revolution: Mastering the Five Levels of Influence

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Editorial Review

From Publishers Weekly

Brady and Woodward offer a detailed examination of what defines a leader, the qualities necessary to fulfilling the role and the common path previous leaders have traveled toward achieving personal greatness. Initially self-published, this effort follows up the duo's earlier bestselling effort, *Leading the Consumer Rebellion*. Contending that each of us has a natural wellspring of talent and ability buried within and will eventually be thrust into a moment requiring leadership skills, they lay the groundwork for being prepared to perform when that opportunity arises. The leadership concepts are strengthened by anecdotes like one involving the New England Patriot's quarterback Tom Brady, who led his team to three Super Bowl wins despite a resounding lack of confidence in his ability to do so. But quotes on leadership from sources as diverse as Mark Twain and golfer Tiger Woods, often three and four to a paragraph, can get distracting. The authors also occasionally get carried away with charting their concepts and awkward metaphors (e.g., driving against the traffic of mediocrity; avoiding the shoulder of frustration). But overall, this manual is one from which any potential leader—whether of a country, corporation or a small staff—could draw insight. (Oct. 22) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Review

'The best book on mentoring available.' Bob McEwen, former Ohio Congressman

About the Author

CHRIS BRADY was educated in engineering, earning a Bachelor of Science degree in Mechanical Engineering from Kettering University and a Master's in Manufacturing systems Engineering on fellowship from Carnegie Mellon University. He earned his Master's thesis at Toyohashi University in Japan.

ORRIN WOODWARD has a Bachelor of Science Degree in Manufacturing Engineering and received training in Business Administration from the University of Michigan. He is one of the most in-demand speakers in his industry.

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