



Ignite: Real Leadership, Real Talk, Real Results

Gabrielle Dolan

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Learn the authentic leadership skills that drive today's workforce to excel

Ignite: Real Leadership, Real Talk, Real Results is an honest guide to achieving lasting business success by becoming a more authentic leader. Leaving behind the boring and mundane, this guide cuts to the chase with a frank and forthright style to provide insight that can radically transform your business. You'll learn how your communication style may be holding you back, and how a few simple changes can inspire your team, engage your customers, and remind you just how effective you can be. Storytelling is a powerful business tool, and this book shows how to find your own stories and dig deep to learn what's driving your leadership and motivating your diverse workforce. You'll successfully navigate the uncertain terrain brought about by mixed generational expectations, evolving technology, and a rapidly shifting culture as you learn to respond and adapt to become a more effective leader.

Communication is everything, and leaders are expected to be "on message" at all times. Today's workers want to know the "why" behind the "what", and this guide shows you how to tailor your message and your entire communication style to have the biggest impact.

- Cut through the "boring" and "bull" and be real
- Communicate with impact across all platforms
- Ignite your teams, your customers, and yourself
- Level up, step out, and discover what you stand for

The rapid rise of technology and social media has resulted in "information fatigue", and most leaders respond by communicating in logic and data. This approach has little impact on the shifting workforce demographics, and each new generation brings higher expectations from their employers and leaders. *Ignite* shows you how to exceed those expectations and become the authentic leader that drives today's business success.

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Steven Craig:

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