

The Ceos Secret Weapon How Great Leaders And Their Assistants Maximize Productivity And Effectiveness

The CEO's Secret Weapon How Great Leaders and Their Assistants Maximize Productivity and Effectiveness Springer

The New Executive Assistant is a guide for EAs and their executives, designed to help them reconsider the EA role and look at it in a new light. The premise is simple: the more effective the EA, the more effective the executive ... and the more effective the organisation.

The ultimate playbook for using artificial intelligence to communicate effectively, build teams, and win customers Not long ago, we imagined a hyper-connected world full of trust and openness—a world where effortless communication would bring about a new understanding between people everywhere. Judging from our current environment, this vision of the future may have been overly optimistic. With infinite channels and countless voices flooding them with messages, most people have become highly skeptical and guarded by necessity. As a result, communication is much harder than ever before. Despite the unprecedented connectivity enabled by modern technology, we are far less likely to trust and to invest the time needed to build strong relationships. How can we use technology to reverse this trend? A groundbreaking new branch of artificial intelligence—Personality AI—may be the answer. Combining traditional machine learning, data analytics, and behavioral psychology, Personality AI helps professional communicators tear down walls, establish trust with their audiences, and utilize data to build meaningful relationships, strengthen empathy, and win more customers. Predicting Personality is a practical, real-world playbook for any individual or business whose success hinges on the ability to communicate effectively and build teams. Authors Drew D'Agostino and Greg Skloot—CEO and President, respectively, of Crystal, the app that tells you anyone's personality—show you how businesses can leverage Personality AI and machine learning to grow faster and communicate more effectively than was previously possible. This reader-friendly guide teaches you what Personality AI is, how it works, and demonstrates its practical applications in both life and business. This book: ? Explains how to understand personality types in various contexts, including sales, recruiting, coaching ? Provides guidelines for using personality data to learn and execute ? Explores ethics and compliance considerations surrounding the use of Personality AI ? Offers valuable insights from a leader in the business applications of Personality AI Predicting Personality: Using AI to Understand People and Win More Business is a must-have guide for C-suite executives, sales and marketing professionals, coaches, recruiters, and business owners. WALL STREET JOURNAL, LOS ANGELES TIMES, AND PUBLISHERS WEEKLY BESTSELLER • The Soulful Art of Persuasion is a revolutionary guide to becoming a master influencer in an age of distrust through the cultivation of character-building habits that are essential to both personal growth and sustained business success. This isn't a book full of tips and life-hacks. Instead, The Soulful Art of Persuasion will develop the habits that others want to be influenced by. This book is based on a radical idea: Persuasion isn't about facts and argument. It's all about personal character. Jason Harris, CEO of the powerhouse creative agency Mekanism, argues that genuine persuasion in the twenty-first century is about developing character rather than relying on the easy tactics of flattery, manipulation, and short-term gains. It is about engaging rather than insisting; it is about developing empathy and communicating your values. Based on his experience in and out of the boardroom, and drawing on the latest in-depth research on trust, influence, and habit formation, Harris shows that being persuasive in a culture plagued by deception means rejecting the ethos of the quick and embracing the commitment of putting your truest self forward and playing the long game.

"Peggy Grande's memoir is the book to read on Ronald Reagan's post-presidential years.... Among the most unique and touching [books] ever done on the man... Wonderful."--The American Spectator In The President Will See You Now, devoted Reagan insider Peggy Grande shares behind-the-scenes stories, intimate moments, and insights into one of America's most beloved presidents. Grande, who started in the Office of Ronald Reagan as a college student and earned her way into a coveted role as the president's Executive Assistant, offers an unparalleled perspective on the post-presidency of a political icon. Grande's stories and never-before-seen photos show a unique, private side to a public figure and leader who reshaped conservatism, ushered in an era of prosperity, and helped spur the end of the Cold War. Grande reveals what day-to-day life was like in Reagan's California office, including the former president's relationship with the First Lady and his interactions with friends, world leaders, and everyday Americans. Grande recalls how Reagan kept a vigorous schedule for years after he left the White House, his robust engagement with others, and ongoing political advocacy. Despite his eventual Alzheimer's diagnosis, Grande shows how Ronald Reagan remained true to core beliefs, his gentlemanly kindness, and his undying hope for his country. Today the Reagan legacy looms over American politics more than ever. Grande reminds readers why: When Ronald Reagan was president, we not only loved ourselves but also loved America, and the American values he represented: faith, optimism, and patriotism.

In his sixth business book, bestselling author, entrepreneur, and investor Gary Vaynerchuk explores the twelve essential emotional skills that are integral to his life—and business—success and provides today's (and tomorrow's) leaders with critical tools to acquire and develop these traits. For decades, leaders have relied on “hard” skills to make smart decisions, while dismissing the importance of emotional intelligence. Soft skills like self-awareness and curiosity aren't quantifiable; they can't be measured on a spreadsheet and aren't taught in B-schools or emphasized in institutions. We've been taught that emotional intelligence is a “nice to have” in business, not a requirement. But soft skills can actually accelerate business success, Gary Vaynerchuk argues. For analytical minds, it's challenging to understand how to get “better” at being self-aware, curious, or empathetic—or even why it's important to try. In this wise and practical book, Gary explores the 12 human ingredients that have led to his success and happiness and provides exercises to help you develop these traits yourself. He also shares what the “half” is—that emotional ingredient of leadership he's weakest at and makes the most effort to improve. Working through the ideas and exercises in the book, he teaches you how to discover your own “halves” and offers insight on how to strengthen them. Gary's secret to success is using these twelve traits in varying mixtures, depending on the situation. But how do we know when to balance patience with ambition? Humility with conviction? Gary provides real-life examples involving common business scenarios to show you how to use them together for optimum results. This iconoclastic book will help you refine your ingredients and improve your leadership capabilities. When implemented in the proper situation, these ingredients can help leaders land promotions, retain core employees, move faster than competitors, win the loyalty of customers, and build successful organizations that last.

Executive Assistants Wanting to Shine. Look No Further! Imagine waking up to a world rich in opportunity. Picture yourself being the right hand of a global trailblazer. Envision winning acclaim as the rockstar of your profession. Reading " Jewel in the LEADER's CROWN " can help open up this world for you. Discover proven strategies to become a standout gem from author Ruth Mead's 25+ years working alongside senior leaders of top FTSE 100 & Fortune 500 companies in the UK, Europe and North America including PepsiCo, McDonald's, MmO2 plc and BMO Financial Group. TIRED OF LACKLUSTRE? THIS IS YOUR TIME TO SHINE. Scroll up and add to cart now.

TRUST: The Secret Weapon of Effective Business Leaders taps into a powerful current in American business – the importance of trust in a business's corporate strategy. In today's environment, leaders who add the most value to their companies tend to make decisions based not on short-term financial goals, but on strongly-held values. They develop a reservoir of trust among their key stakeholders and use it to speak frankly as challenges arise. These leaders are inspired by an adherence to principles that form, for each of them, a platform of rock-solid values they will not violate. TRUST brings into vivid focus the characteristics that make today's leaders successful, and the principles and techniques they use to earn the confidence of employees, colleagues, customers and the public. Using dozens of interviews with top business leaders, as well as real-life anecdotes and situations, CEO and business adviser Kathy Bloomgarden offers practical

recommendations that can be applied by anyone, whether a corporate CEO, an executive of a not-for-profit organization, a politician, a division president, or even an ambitious young person at the beginning of his or her career.

The New York Times bestseller, now updated with new material on cyber attacks, digital sovereignty, and tech in a pandemic. From Microsoft's president and one of the tech industry's broadest thinkers, a frank and thoughtful reckoning with how to balance enormous promise and existential risk as the digitization of everything accelerates. "A colorful and insightful insiders' view of how technology is both empowering and threatening us. From privacy to cyberattacks, this timely book is a useful guide for how to navigate the digital future." —Walter Isaacson Microsoft president Brad Smith operates by a simple core belief: When your technology changes the world, you bear a responsibility to help address the world you have helped create. In *Tools and Weapons*, Brad Smith and Carol Ann Browne bring us a captivating narrative from the top of Microsoft, as the company flies in the face of a tech sector long obsessed with disruption as an end in itself, and in doing so navigates some of the thorniest issues of our time—from privacy to cyberwar to the challenges for democracy, far and near. As the tumultuous events of 2020 brought technology and Big Tech even further into the lives of almost all Americans, Smith and Browne updated the book throughout to reflect a changed world. With three new chapters on cybersecurity, technology and nation-states, and tech in the pandemic, *Tools and Weapons* is an invaluable resource from the cockpit of one of the world's largest tech companies.

A groundbreaking book that boldly claims the key to success in business is not talent, connections, or ideas, but the ability to persuade people to take a chance on potential. No one ever makes it alone. But how come some people can get investors to believe in their ideas while others—sometimes with even better ideas—fall flat? What is it about certain people that make us want to take a bet on them? What is it that makes them backable? As it turns out, it's not what you think. Backability is not driven by having the best experience, the finest pedigree, or the most innovative ideas. In fact, many highly successful people are backed long before they are qualified. We tend to view these people as lucky. But the decision to back them is neither an accident nor a mistake, and rarely the result of good luck. Drawing from his own business experience, countless interviews with some of tech's biggest innovators, and compelling case studies of classic success stories like Howard Schultz and Elon Musk, Gupta breaks down the six qualities of backable people that get others to take a bet on them. Backable pulls back the curtain on the illusive x factor that some people just seem to have and instead offers concrete tools like crafting the right pitch and appropriately scaling a project's vision. Anyone from aspiring entrepreneurs to start up stars can master these skills and jumpstart their next big idea.

How do the best leaders navigate complexity in today's business? They use a chief of staff. Tyler Parris interviewed scores of CEOs, board members, chiefs of staff, and HR execs globally and wrote *Chief of Staff: The Strategic Partner Who Will Revolutionize Your Organization* to help leaders create the role, make it successful, and evolve it.

YOU DON'T NEED A MASSIVE PAYROLL OR A FAMOUS BRAND TO WIN THE HIRING BATTLE You may believe that hiring is crazy hard. The truth is that it's crazy easy when you understand that hiring is not about you. If you are?? A founder who just can't find "the right people,"? A co-founder who doesn't trust your team to make the right hiring decisions,? An entrepreneur who has lost a great hire to a company with a bigger checkbook,? A hiring manager who doesn't have a clue how to interview people, or? A start-up that is destined for greatness but just can't get off the ground, **HEALING CAREER WOUNDS IS YOUR NEW SECRET WEAPON.** Discover the proven system for attracting, hiring, and retaining the strongest people on the planet for your company. Written by executive search expert Rick Girard, this radical guide introduces you to the Hiring Operating System (HireOS?), a single, start-to-finish structure to the hiring process that is both highly efficient and proven successful. When you're ready to ditch your ineffective recruiting process for an evolutionary model of consciously hiring for value alignment, *Healing Career Wounds* will give you all the competitive edge you need to win.

Written by a leader for leaders, *The Millennial Whisperer* shares proven, profit-driven strategies for leading millennials in the workforce. The Millennial generation is the largest, most diverse generation in the history of the United States. They will make up 75 percent of the workforce by 2030. Unfortunately, Millennials made a poor first impression in the business world, developing the reputation of being lazy, entitled, selfish, and disloyal. The truth is, Millennials are no lazier or more entitled, selfish, or disloyal than any previous generation; they just grew up with different experiences than older generations and are motivated by different things. In *The Millennial Whisperer*, Chris Tuff puts into context the ways Millennials differ from previous generations and shares practical steps companies and leaders can take to immediately boost productivity without building an office full of ping pong tables, beer kegs, and participation trophies. Chris provides practical ways for leaders to build a corporate culture in which Millennials can thrive, establish effective rewards systems at lower cost, address disciplinary methods effectively, and more! Get ready to turn your conference room back into a conference room, bring the beer kegs home for your next birthday bash, and put the participation trophies in the trash where they belong.

AN INSTANT #1 NEW YORK TIMES BESTSELLER? Named one of the most anticipated novels of the season by *People*, *Associated Press*, *Time*, *Los Angeles Times*, *Parade*, *St. Louis Post-Dispatch*, *The Guardian*, *Publishers Weekly*, and more. From the #1 bestselling authors Hillary Clinton and Louise Penny comes a novel of unsurpassed thrills and incomparable insider expertise—*State of Terror*. After a tumultuous period in American politics, a new administration has just been sworn in, and to everyone's surprise the president chooses a political enemy for the vital position of secretary of state. There is no love lost between the president of the United States and Ellen Adams, his new secretary of state. But it's a canny move on the part of the president. With this appointment, he silences one of his harshest critics, since taking the job means Adams must step down as head of her multinational media conglomerate. As the new president addresses Congress for the first time, with Secretary Adams in attendance, Anahita Dahir, a young foreign service officer (FSO) on the Pakistan desk at the State Department, receives a baffling text from an anonymous

source. Too late, she realizes the message was a hastily coded warning. What begins as a series of apparent terrorist attacks is revealed to be the beginning of an international chess game involving the volatile and Byzantine politics of Pakistan, Afghanistan, and Iran; the race to develop nuclear weapons in the region; the Russian mob; a burgeoning rogue terrorist organization; and an American government set back on its heels in the international arena. As the horrifying scale of the threat becomes clear, Secretary Adams and her team realize it has been carefully planned to take advantage of four years of an American government out of touch with international affairs, out of practice with diplomacy, and out of power in the places where it counts the most. To defeat such an intricate, carefully constructed conspiracy, it will take the skills of a unique team: a passionate young FSO; a dedicated journalist; and a smart, determined, but as yet untested new secretary of state. *State of Terror* is a unique and utterly compelling international thriller cowritten by Hillary Rodham Clinton, the 67th secretary of state, and Louise Penny, a multiple award-winning #1 New York Times bestselling novelist.

A recent survey of more than 700 CEOs showed that 98% prefer job candidates with a sense of humour and 84% think that funny employees do better work. Psychologist Dr Jennifer Aaker and comedian Naomi Bagdonas' research has shown that humour makes us feel more competent and confident, strengthens relationships and boosts resilience during difficult times. Based on the popular course 'Humour: Serious Business' at Stanford's Graduate School of Business, where Aaker and Bagdonas help some of the world's most hard-driving, blazer-wearing business minds build levity into their organisations and lives, this book will show you how to use humour to: enhance creativity and problem-solving; influence and motivate others; build bonds and defuse tension within teams; create a culture where colleagues feel safe, appreciated and joyful.

Sales genius is a team sport. As a B2B sales leader, you know that by Murphy's Law, despite your team's best efforts, some deals will inevitably get stuck or key relationships will go sour. And too often, it's the most important ones—the last thing you need when millions of dollars are on the line. "Dealstorming" is Tim Sanders's term for a structured, scalable, repeatable process that can break through any sales deadlock. He calls it "a Swiss Army knife for today's toughest sales challenges." It fixes the broken parts of the brainstorming process and reinvigorates account management for today's increasingly complicated sales environment. Dealstorming drives sales innovation by combining the wisdom and creativity of everyone who has a stake in the sale. You may think you are applying teamwork to your challenges, but don't be so sure. There's a good chance you're operating inside a sales silo, not building a truly collaborative team across your whole company. The more disciplines you bring into the process, the more unlikely (but effective!) solutions the team can come up with. Sanders explains his seven-step Dealstorming process and shows how it has helped drive results for companies as diverse as Yahoo!, CareerBuilder, Regus, and Condé Nast. You'll learn how to get the right team on board for a new dealstorm, relative to the size of the sales opportunity and its degree of difficulty. The key is adding people from non-sales areas of your company, making them collaborators early in the process. That will help them own the execution and delivery after the deal is done. The book includes real world examples from major companies like Oracle and Skillsoft, along with problem finding exercises, innovation templates, and implementation strategies you can apply to your unique situation. It's based on Sanders' many years as a sales executive and consultant, personally leading dozens of sales collaboration projects. It also features the results of interviews with nearly two hundred B2B sales leaders at companies such as LinkedIn, Altera and Novell. The strategies laid out in Dealstorming have led to a stunning 70% average closing ratio for teams across all major industries, leading to game-changing deals and long-term B2B relationships. Now you can learn how to make dealstorming work for you.

From best-selling author and expert Sue France, *The Definitive Executive Assistant & Managerial Handbook* is the ultimate guide for anyone who wants to take their career development to the next level. Placing special emphasis on personal leadership development as well as practical skills, you will learn how to manage a small team, climb the career ladder to gain more responsibility, negotiate effectively and confidently manage a project. It will teach you how to recruit and induct staff, make decisions fairly and consistently, build a productive team and environment and get noticed at work. For ambitious Assistants who want to continually improve their skills, *The Definitive Executive & Managerial Handbook* is an indispensable guide, helping you to maintain your professional image and achieve resounding success.

Sitting on a File Cabinet, Naked, With a Gun offers an engaging, entertaining insider's look into the offices of some of the most powerful men and women in Silicon Valley, as executive assistants spill the beans about their CEOs. Executive assistants are arguably the most influential people on a chief executive's staff. Currently, over 8 million administrative professionals help over 4 million executives & general managers to broker and schedule meetings, decide who gets the CEO's ear, and select airlines, hotels, car rentals, and other vendors. In addition, they often support the CEOs' personal needs. They also regularly give input to the CEO on employees, from new candidates to old-timers, and they most definitely impact the fortunes of the businesses that serve them. CEO executive assistants are historically a "secret weapon" - typically not even recognized for their power to influence the CEO, and often written off as "just a secretary." Beware of making that outdated mistake. Today, the executive assistant to a CEO wields a huge amount of power and is engaged in all aspects of the business. They continually seek out ways to make their jobs more efficient, more enriching, and more empowering. They leverage their CEOs' highly valuable time to enable them to devote their total energies to making the major strategic decisions for their companies. *Sitting on a File Cabinet, Naked, With a Gun* is a book for anyone who has ever wondered about what goes on behind the closed doors of the executive suite. It's especially useful for anyone who has his or her eyes on a spot reporting to a CEO one day.

Real-life tools and advice for every administrative professional

Learn how to use Authority Marketing(R) to build thought leadership and dominate your competition by playing a game no one else knows is being played with this ground-breaking book! Are you the Authority in your field? Are you recognized as a stand-out thought leader, a published author, a keynote speaker, or a media personality? Are you viewed as a commodity? A hard-working expert who is a commodity and has to compete on every level, including price? One thing is for certain: Authority doesn't just happen; Authority is built through a systematic process called the Authority Marketing System. But how can you make this shift in an environment that is noisier and more crowded than ever before? If you are an entrepreneur, CEO, or professional who is frustrated with the traditional approach to marketing and wants to grow your business and make a bigger impact, this book will show you how to use the Authority Marketing System to create a clear and trackable blueprint to shift yourself from a commoditized expert to a highly visible Authority. In this book you will learn: - What Authority Marketing is and how to use it to grow your business - The 7 Pillars of Authority Marketing - How others have used Authority Marketing to

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create unimaginable success - Why thought leadership is your most important secret weapon Authority Marketing isn't about ego or attention--it's about accelerating the speed of trust so you are viewed not as an expert with something to sell, but as a thought leader with important insight to teach. Start growing your Authority today!

For women entrepreneurs (and anyone sick of the status quo), this smart, unapologetic collection delivers fifty proven hacks to leapfrog over obstacles and succeed in business. "A must-read for any woman who has a great idea and the nagging thought that doors are closed to her; Molina Niño helps to blow them open."--Publishers Weekly Think the most critical factor for becoming a great entrepreneur is grit, risk-taking, or technical skills? Think again. Despite what every other business book might say, historical data show the real secret ingredients to getting ahead in business are being rich, white, and male. Until now. Leapfrog is the decades-overdue startup bible for the rest of us. It's filled with uncompromising guidance for winning at business, your way. Leapfrog is for entrepreneurs of all stripes who are fed up with status quo advice--the kind that assumes you have rich friends and family and a public relations team. Refreshingly frank and witty, author Nathalie Molina Niño is a serial tech entrepreneur, the founder and CEO of BRAVA Investments, and a proud daughter of Latinx immigrants. While teaching budding entrepreneurs at Barnard College at Columbia University and searching the globe for investment-worthy startups, she has met or advised thousands of entrepreneurs who've gone from zero to scalable business. Here she shares their best secrets in the form of fifty "leapfrogs"--clever loopholes and shortcuts to outsmart, jump over, or straight up annihilate the seemingly intractable hurdles facing entrepreneurs who don't have family money, cultural capital, or connections.

Through a mix of personal stories, lessons learned, and best practices, the author offers insights on becoming an emotionally intelligent, highly effective personal assistant.

Many executives don't take full advantage of the assistant who sits right outside their door. This book educates executives about all the ways in which they can streamline and improve the way they work with the help of a great assistant, while teaching them to identify great candidates and maximize the benefits of this special relationship.

Tap into the rise of the conscious consumer. Activate your brand's purpose and turn it into meaningful action, to show your customers what you truly stand for.

Great leaders are driven to win. Yet career wins can come at great cost to your health, relationships, and personal well-being. Why does it seem impossible to both win at work and succeed at life? Michael Hyatt and Megan Hyatt Miller know we can do better because he's seen it in his more than four decades as a successful executive and a loving and present husband and father. Today Michael and his daughter, Megan Hyatt Miller, coach leaders to live the double win. Backed by scholarly research from organizational science and psychology, and illustrated with eye-opening case studies from across the business spectrum and their own coaching clients. Win at Work and Succeed at Life is their manifesto on how you can achieve work-life balance and restore your sanity. With clarity, humor, and plenty of motivation, Win at Work and Succeed at Life gives you - an understanding of the historical and cultural forces that have led to overworking - 5 principles to rethink work and productivity from the ground up - simple but proven practices that enable you to slow down and reclaim your life - and more Refuse the false choice of career versus family. You can achieve the double win in life. Praise for The Work of Leaders "The Work of Leaders is a bright gem of a book. In a crystal clear and to-the-point style, the authors make leadership instantly accessible with a memorable model, rock solid fundamentals, original research, compelling stories, and highly practical tips for putting the principles to immediate use. There are invaluable lessons on every page, and you'll enjoy discovering each one. We highly recommend The Work of Leaders to anyone who aspires to make extraordinary things happen in organizations." —JIM KOUZES & BARRY POSNER, authors of the bestselling The Leadership Challenge® "Clear, distinctive, intuitive, and deeply researched, The Work of Leaders gives every reader not only several 'a-ha!' moments, but smart, meaningful suggestions for changing the way we all lead." —ELAINE BIECH, author of The Business of Consulting "The authors have indeed done their homework! Their combined expertise and engaging writing gives their readers a one-stop shop for understanding and improving the way we lead. Bravo!" —BEVERLY KAYE, coauthor of Love 'Em or Lose 'Em "The Work of Leaders shows you how to create a thriving organization by setting a vision and then collaborating with your people to guide your company to success. It is the strategic tool you need to move your business forward, with imaginative writing and a practical approach you can use right away." —TOM MCKEE, CEO, The Ken Blanchard Companies "Anyone who is in a leadership position or is responsible for evaluating leaders should make this book a must-read. Collectively, the book's authors are unique in their knowledge, background and ability, which is what distinguishes this great piece of work from others of its kind." —SIDNEY FELTENSTEIN, former CEO, Yorkshire Global Restaurants

"Secrets of the Extraordinary Executive Assistants" will teach you my magic and winning formula. Do you want to be portrayed as the committed, detailed-oriented, efficient, fearless, and go-getter by your boss and peers? By using these components, you will learn how to skyrocket your results at the office. This book is a guide for both seasoned and aspiring Executive Assistants. Throughout the reading, you will come across some of the mistakes I made during my career. Thanks to those mistakes to which I found solutions and I am sharing them with you. Never give up, learn by your mistakes. If you want to succeed, show your boss your high level of commitment. Express positive feelings towards the organization you are working for. Do not let yourself get intimidated by other Executives or even by your peers. Always remember that you are stronger than you imagine. At the end of the day, all you have to do is to believe in yourself, be happy and confident. At work, in your handbag, on your bedside, it is worth having a copy of my book.

"A book for executive assistants written by executive assistants...offers practical, creative strategies for achieving success and building leadership attributes, compiled from the diverse experiences of high-achieving administrative professionals in a wide variety of businesses and industries."--page [4] of cover.

Maggie Jacobs is passionate about driving positive change and growth for individuals, teams, executives, and organizations. 10+ years working with C-suite executives, turning the seemingly impossible into reality. Maggie has developed a philosophy that strength and resilience thru authentic communication, solution-finding-and decisive action. Assistant, you are a leader. As an assistant, you constantly face obstacles that hold you back from accomplishing your career goals. Whether it's a job change, shifting deadlines, a micromanaging executive, a toxic co-worker, a high-pressure project, or an intense negotiation with a vendor, the administrative profession is not for the faint of heart. If

you're looking to maintain the status quo and be "just an assistant," this book is not for you. But, if you want the confidence and ability to conquer the challenges that most try to avoid, then you're in the right place. The Leader Assistant outlines four pillars-embodiment of the characteristics, employ the tactics, engage in relationships, and exercise self-care-that will help you rediscover your passion for the profession and become a confident, future-proof, game-changing Leader Assistant. If you neglect even one pillar, you'll head for burnout, stagnation, and anonymity. You are meant for so much more. Are you ready to be the Leader Assistant the world needs?

From New York Times bestselling author and former Navy SEAL Brandon Webb comes a simple yet powerful five-step guide to transforming your life by making your fears work for you instead of against you. Brandon Webb has run life-threatening missions in the world's worst trouble spots, whether that meant jumping out of airplanes, taking down hostile ships on the open sea, or rolling prisoners in the dead of night in the mountains of Afghanistan. As a Navy SEAL, he learned how to manage the natural impulse to panic in the face of terrifying situations. As media CEO and national television commentator, he has learned how to apply those same skills in civilian life. Drawing on his experiences in combat and business, along with colorful anecdotes from his vast network of super-achiever friends from astronauts to billionaires, Webb shows how people from all walks of life can stretch and transcend their boundaries and learn to use their fears as fuel to achieve more than they ever thought possible. "Fear can be a set of manacles, holding you prisoner," writes Webb. "Or it can be a slingshot, catapulting you on to greatness." The key, says Webb, is not to fight fear or try to beat it back, but to embrace and harness it. In the process, rather than being your adversary, your fear becomes a secret weapon that allows you to triumph in even the most adverse situations. In *Mastering Fear*, Webb and his bestselling coauthor John David Mann break this transformation down into five practical steps, creating a must-read manual for anyone looking for greater courage and mastery in their lives.

Everyone has a boss. And anyone who has aspired to move up the corporate ladder knows that their relationship with those they report to is crucial. In *Managing Up* Rosanne Badowski offers a straightforward, entertaining, no-holds-barred account of what it takes to make your relationship with your boss work to your advantage, no matter where you stand in the corporate hierarchy. Told through rich, colorful anecdotes about her years spent working with one of the smartest, most demanding and dynamic business leaders of the twentieth century, legendary GE CEO Jack Welch, Badowski reveals the secrets to career success she has gleaned over the years. At heart, it's about working with the person above you to create a productive and effective partnership. Everyone is a manager, in one way or another, Badowski points out. She discusses first-hand what it's like to have to be a mind reader, to anticipate the future, to plan for the unexpected, and to perform the impossible. With refreshing candor and a hint of attitude, Badowski's advice is unlike any other. She advises us that "Impatience is a virtue," to "Have no shame," and to "Beware the too-quiet office." Having worked in one of the most challenging, high-profile corporate environments anywhere, no one knows more about prioritizing, about making decisions on behalf of your boss, about sifting through a daily barrage of data and information, about multitasking at warp speed, and exhibiting grace under fire. Ultimately, Badowski says, excelling at what you do is about a shared passion for the job. *Managing Up* is an invaluable guide for managing your career and juggling responsibilities with finesse and confidence. It should become a management bible for anyone hoping to get ahead in their profession.

SOON TO BE AN HBO® DOCUMENTARY FROM AWARD-WINNING DIRECTOR JOHN MAGGIO * "An important--and deeply sobering--new book about cyberwarfare" (Nicholas Kristof, New York Times), now updated with a new chapter. The Perfect Weapon is the startling inside story of how the rise of cyberweapons transformed geopolitics like nothing since the invention of the atomic bomb. Cheap to acquire, easy to deny, and usable for a variety of malicious purposes, cyber is now the weapon of choice for democracies, dictators, and terrorists. Two presidents--Bush and Obama--drew first blood with Operation Olympic Games, which used malicious code to blow up Iran's nuclear centrifuges, and yet America proved remarkably unprepared when its own weapons were stolen from its arsenal and, during President Trump's first year, turned back on the United States and its allies. And if Obama would begin his presidency by helping to launch the new era of cyberwar, he would end it struggling unsuccessfully to defend against Russia's broad attack on the 2016 US election. Moving from the White House Situation Room to the dens of Chinese government hackers to the boardrooms of Silicon Valley, New York Times national security correspondent David Sanger reveals a world coming face-to-face with the perils of technological revolution, where everyone is a target. "Timely and bracing . . . With the deep knowledge and bright clarity that have long characterized his work, Sanger recounts the cunning and dangerous development of cyberspace into the global battlefield of the 21st century." --Washington Post

Explores the theory that America's enemies were responsible for the global financial crisis that began in 2008, claiming that a foreign agenda of economic terrorism successfully crippled the United States' economy.

Chief human resources officer, Jen Schmidt's career is on the line at Dominal Industries. With a new fierce competitor overseas, the company is struggling to survive. CEO Mark Francis knows his executive team can climb back to the top, but it's up to Jen to fill critical positions and reduce turnover. But Jen needs to get creative to win... Enlisting the help of the quirky, slinky-wielding Meg Beecham is her only hope.

Together, can Jen and Meg reimagine their approach to human resources and make the comeback of a lifetime? Engaging, inspiring, and eye-opening, this modern corporate adventure is perfect for readers of fast-paced contemporary fiction as well as CEOs, entrepreneurs, and HR professionals who are looking to reduce turnover, increase revenue and create a fulfilling workplace culture!

#1 NEW YORK TIMES BESTSELLER • A memoir of leadership and success: The executive chairman of Disney, Time's 2019 businessperson of the year, shares the ideas and values he embraced during his fifteen years as CEO while reinventing one of the world's most beloved companies and inspiring the people who bring the magic to life. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY NPR Robert Iger became CEO of The Walt Disney Company in 2005, during a difficult time. Competition was more intense than ever and technology was changing faster than at any time in the company's history. His vision came down to three clear ideas: Recommit to the concept that quality matters, embrace technology instead of fighting it, and think bigger—think global—and turn Disney into a stronger brand in international markets. Today, Disney is the largest, most admired media company in the world, counting Pixar, Marvel, Lucasfilm, and 21st Century Fox among its properties. Its value is nearly five times what it was when Iger took over, and he is recognized as one of the most innovative and successful CEOs of our era. In *The Ride of a Lifetime*, Robert Iger shares the lessons he learned while running Disney and leading its 220,000-plus employees, and he explores the principles that are necessary for true leadership, including: • Optimism. Even in the face of difficulty, an optimistic leader will find the path toward the best possible outcome and focus on that, rather than give in to pessimism and blaming. • Courage. Leaders have to be willing to take risks and place big bets. Fear of failure destroys creativity. • Decisiveness. All

decisions, no matter how difficult, can be made on a timely basis. Indecisiveness is both wasteful and destructive to morale. • Fairness. Treat people decently, with empathy, and be accessible to them. This book is about the relentless curiosity that has driven Iger for forty-five years, since the day he started as the lowliest studio grunt at ABC. It's also about thoughtfulness and respect, and a decency-over-dollars approach that has become the bedrock of every project and partnership Iger pursues, from a deep friendship with Steve Jobs in his final years to an abiding love of the Star Wars mythology. "The ideas in this book strike me as universal" Iger writes. "Not just to the aspiring CEOs of the world, but to anyone wanting to feel less fearful, more confidently themselves, as they navigate their professional and even personal lives." WALL STREET JOURNAL, LOS ANGELES TIMES, AND USA TODAY BESTSELLER • Anyone—even you!—can learn how to harness the power of humor in business (and life), based on the popular class at Stanford's Graduate School of Business. Don't miss the authors' TED Talk, "Humor, Seriously," coming soon. "The ultimate guide to using the magical power of funny as a tool for leadership and a force for good."—Daniel H. Pink, #1 New York Times bestselling author of *When and Drive There* exists a mistaken belief in today's corporate world: that we have to be serious all the time in order to be taken seriously. But the research tells a different story: that humor can be one of the most powerful tools we have for accomplishing serious things. Studies show that humor makes us appear more competent and confident, strengthens relationships, unlocks creativity, and boosts our resilience during difficult times. Plus, it fends off a permanent and unsightly frown known as "resting boss face." Top executives are in on the secret: 98 percent prefer employees with a sense of humor, and 84 percent believe that these employees do better work. But even for those who intuitively understand humor's power, few know how to wield it with intention. As a result, humor is vastly underleveraged in most workplaces today, impacting our performance, relationships, and health. That's why Jennifer Aaker and Naomi Bagdonas teach the popular course *Humor: Serious Business* at the Stanford Graduate School of Business, where they help some of the world's most hard-driving, blazer-wearing business minds build levity into their organizations and lives. In *Humor, Seriously*, they draw on findings by behavioral scientists, world-class comedians, and inspiring business leaders to reveal how humor works and—more important—how you can use more of it, better. Aaker and Bagdonas unpack the theory and application of humor: what makes something funny and how to mine your life for material. They show how to use humor to make a strong first impression, deliver difficult feedback, persuade and motivate others, and foster cultures where levity and creativity can thrive—not to mention, how to keep it appropriate and recover if you cross a line. President Dwight David Eisenhower once said, "A sense of humor is part of the art of leadership, of getting along with people, of getting things done." If Dwight David Eisenhower, the second least naturally funny president ever (after Franklin Pierce), thought humor was necessary to win wars, build highways, and warn against the military-industrial complex, then you might consider learning it too. Seriously.

From a co-founder of Pixar Animation Studios—the Academy Award-winning studio behind *Coco*, *Inside Out*, and *Toy Story*—comes an incisive book about creativity in business and leadership for readers of Daniel Pink, Tom Peters, and Chip and Dan Heath. NEW YORK TIMES BESTSELLER | NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Huffington Post • Financial Times • Success • Inc. • Library Journal Creativity, Inc. is a manual for anyone who strives for originality and the first-ever, all-access trip into the nerve center of Pixar Animation—into the meetings, postmortems, and "Braintrust" sessions where some of the most successful films in history are made. It is, at heart, a book about creativity—but it is also, as Pixar co-founder and president Ed Catmull writes, "an expression of the ideas that I believe make the best in us possible." For nearly twenty years, Pixar has dominated the world of animation, producing such beloved films as the *Toy Story* trilogy, *Monsters, Inc.*, *Finding Nemo*, *The Incredibles*, *Up*, *WALL-E*, and *Inside Out*, which have gone on to set box-office records and garner thirty Academy Awards. The joyousness of the storytelling, the inventive plots, the emotional authenticity: In some ways, Pixar movies are an object lesson in what creativity really is. Here, in this book, Catmull reveals the ideals and techniques that have made Pixar so widely admired—and so profitable. As a young man, Ed Catmull had a dream: to make the first computer-animated movie. He nurtured that dream as a Ph.D. student at the University of Utah, where many computer science pioneers got their start, and then forged a partnership with George Lucas that led, indirectly, to his co-founding Pixar in 1986. Nine years later, *Toy Story* was released, changing animation forever. The essential ingredient in that movie's success—and in the thirteen movies that followed—was the unique environment that Catmull and his colleagues built at Pixar, based on leadership and management philosophies that protect the creative process and defy convention, such as: • Give a good idea to a mediocre team, and they will screw it up. But give a mediocre idea to a great team, and they will either fix it or come up with something better. • If you don't strive to uncover what is unseen and understand its nature, you will be ill prepared to lead. • It's not the manager's job to prevent risks. It's the manager's job to make it safe for others to take them. • The cost of preventing errors is often far greater than the cost of fixing them. • A company's communication structure should not mirror its organizational structure. Everybody should be able to talk to anybody.

The status quo is the serial killer of great companies. Nothing is immune from the need for change, but when faced with change, most companies do one of three things: double down, endlessly strategize, or "Ostrich." But there's a fourth (and only) option. Reinvent. "Reinventionist" Joe Jackman believes there are very few flagging businesses that cannot be returned to growth and relevance, and for Joe, there is nothing better than taking a once-great brand and returning it to greatness. Jackman learned to love change early, in a home where family meetings actually produced it ("The status quo never stood a chance"). As an industrial designer, he took things apart to see how they worked and how they could be improved. As a corporate executive he gained an insider's view of how not to manage change. Now his unique firm Jackman Reinvents helps companies at a crossroads become reborn as Category of One businesses.

"At the core, *Hit Refresh*, is about us humans and the unique quality we call empathy, which will become ever more valuable in a world where the torrent of technology will disrupt the status quo like never before." – Satya Nadella from *Hit Refresh* "Satya has charted a course for making the most of the opportunities created by technology while also facing up to the hard questions." – Bill Gates from the Foreword of *Hit Refresh* The New York Times bestseller *Hit Refresh* is about individual change, about the transformation happening inside of Microsoft and the technology that will soon impact all of our lives—the arrival of the most exciting and disruptive wave of technology humankind has experienced: artificial intelligence, mixed reality, and quantum computing. It's about how people, organizations, and societies can and must transform and "hit refresh" in their persistent quest for new energy, new ideas, and continued relevance and renewal. Microsoft's CEO tells the inside story of the company's continuing transformation, tracing his own personal journey from a childhood in India to leading some of the most significant technological changes in the digital era. Satya Nadella explores a fascinating childhood before immigrating to the U.S. and how he learned to lead along the way. He then shares his meditations as a sitting CEO—one who is mostly unknown following the brainy Bill Gates and energetic Steve Ballmer. He tells the inside story of how a company rediscovered its soul—transforming everything from culture to their fiercely competitive landscape and industry partnerships. As much a humanist as engineer and executive, Nadella concludes with his vision for the coming wave of technology and by exploring the potential impact to society and delivering call to action for world leaders. "Ideas excite me," Nadella explains. "Empathy grounds and centers me." *Hit Refresh* is a set of reflections, meditations, and recommendations presented as algorithms from a principled, deliberative leader searching for improvement—for himself, for a storied company, and for society.

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