



How to Be Exceptional: Drive Leadership Success By Magnifying Your Strengths

John Zenger, Joseph Folkman, Jr., Robert H. Sherwin, Barbara Steel

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One of *The Globe & Mail's* Top 10 Business books of the Year!

Rethink Everything You Know About Leadership Strengths

"A must-read for anyone wanting to positively stand out in an organization or for leaders wanting to raise the overall performance of the organization." -- Cindy Brinkley, Vice President, Global Human Resources, General Motors

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"The authors take the groundbreaking concept of driving leadership effectiveness by building our strengths to a whole new level of practical implementation, providing us with a brilliantly clear road map. I have found this body of work to be absolutely invaluable . . . I cannot imagine a person in a leadership role today who would not find value from reading this book cover to cover." -- Loren M. Starr, Senior Managing Director and Chief Financial Officer, Invesco Ltd.

***How to Be Exceptional** is a milestone in the emerging business case for evidence-based management. Building on two decades of earlier research, the authors brilliantly lay out a simple, concrete, scientifically validated model for achieving consistently superior business results through leadership. . . . Its magic is its simplicity, pragmatism, and focus." -- Eric Severson, Senior Vice President, Talent, Gap Inc.*

*"**How to Be Exceptional** is the best book on professional development I have read in decades. It reinforces the emerging wisdom that the path to greatness is really about building profound strengths, rather than through relentlessly focusing on one's weaknesses. This is a great road map for any leader seeking to optimize their growth and impact." -- Michael A. Peel, Yale University, Vice President, Human Resources and Administration*

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