



360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top

Harrison Monarth

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SPREAD YOUR INFLUENCE FOR TRUE LEADERSHIP SUCCESS

“The extraordinary power of influence is now within everyone’s reach. Recent graduates, executive assistants, project managers, and business leaders can all benefit from Monarth’s simple steps for ‘getting everyone to follow your lead.’”

—**MARSHALL GOLDSMITH**, million-selling author of the *New York Times* bestsellers *MOJO* and *What Got You Here Won’t Get You There*

“Monarth’s monograph is must reading for everyone who needs to build their personal brand and sell themselves—which is, of course, everybody.”

—**JEFFREY PFEFFER, Ph.D.**, professor, Stanford Graduate School of Business, and author of *Power: Why Some People Have It—and Others Don’t*

“Your ability to influence and persuade others is the single most important skill for success in business and leadership—and this book shows you how with simple, powerful, practical, and proven techniques.”

—**BRIAN TRACY**, author of *Full Engagement*

“Finally! A book about influence that doesn’t tell you how to impose your position on others but rather illuminates ways to build authentic relationships that are mutually beneficial. Truly a 21st-century approach to a critical skill.”

—**LOIS P. FRANK EL, Ph.D.**, author of *Nice Girls Don’t Get the Corner Office* and *Nice Girls Just Don’t Get It*

“*360 Degrees of Influence* breaks new ground. Harrison Monarth writes with fl air, passion, and insight. Even seasoned professionals will find his advice practical and invaluable.”

—**HARRY MILLS**, Managing Director of The Mills Group and author of *Artful Persuasion* and *The StreetSmart Negotiator*

About the Book:

Leadership doesn’t have to be a top-down proposition. In fact, the best leaders influence those who are below *and* above them, as well as people external to the organization, such as customers and partners. This 360 degrees of influence is what separates the good leader from the great leader.

Founder of the global executive coaching firm GuruMaker, Harrison Monarth makes a living helping top figures in business and politics hone their influencing, communication, persuasion, impression management, and media skills. He teaches leaders how to operate without relying on spin or manipulation.

Now, in *360 Degrees of Influence*, Monarth provides everything you need to gain the trust and respect of those around you—no matter where they’re positioned in the organizational hierarchy—and expand your influence well beyond your immediate environment. Providing valuable insight into human emotion and

behavior, Monarth reveals the secrets to becoming the most psychologically astute person in the room—so you can be the most influential leader in the room. Learn how to:

- Assess your current influencing power
- Overcome resistance to your ideas and proposals
- Know what people are thinking and feeling—even better than they do
- Avoid the most common decision-making pitfalls
- Create an influence strategy tailored to your organization's hierarchy

In addition to sharing insight he has gleaned during years of coaching leading executives, Monarth includes practice exercises, checklists, self-evaluations, and worksheets to help you tackle the challenge of influence and leadership head on.

Right now, one of your own counterparts might be exerting influence over you and your boss. You can do the same thing. Apply the lessons of *360 Degrees of Influence* to place yourself in the best possible position to lead the leaders.

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From reader reviews:

Linda Brown:

This book untitled 360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top to be one of several books in which best seller in this year, this is because when you read this book you can get a lot of benefit upon it. You will easily to buy this particular book in the book store or you can order it by way of online. The publisher on this book sells the e-book too. It makes you easier to read this book, since you can read this book in your Smartphone. So there is no reason to you personally to past this reserve from your list.

Deanna Stewart:

The reserve with title 360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top possesses a lot of information that you can learn it. You can get a lot of gain after read this book. That book exist new know-how the information that exist in this book represented the condition of the world now. That is important to yo7u to learn how the improvement of the world. This specific book will bring you throughout new era of the internationalization. You can read the e-book on your smart phone, so you can read it anywhere you want.

Grady Meraz:

In this era which is the greater man or woman or who has ability to do something more are more important than other. Do you want to become considered one of it? It is just simple solution to have that. What you must do is just spending your time very little but quite enough to get a look at some books. One of several books in the top list in your reading list is usually 360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top. This book and that is qualified as The Hungry Hills can get you closer in growing to be precious person. By looking right up and review this e-book you can get many advantages.

Lauren Robinson:

What is your hobby? Have you heard that will question when you got college students? We believe that that question was given by teacher to their students. Many kinds of hobby, Every person has different hobby. And you know that little person such as reading or as reading become their hobby. You need to understand that reading is very important along with book as to be the point. Book is important thing to provide you knowledge, except your current teacher or lecturer. You discover good news or update in relation to something by book. Different categories of books that can you go onto be your object. One of them is niagra 360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top.

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