



Pay Attention to the Obvious: There s No Mystery to Great Leadership

By Eric L Shaffer

Createspace, United States, 2013. Paperback. Book Condition: New. 202 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.Many answers to the challenges we face in life and at work are pretty obvious, yet we often don t see them there in front of us jumping up and down and waving their arms for attention. Like our minds during a magician s illusion of disappearance, we miss the obvious explanation because we already believe in a mysterious or unexplained answer. It s the same with business and leadership. We often think the answer lies out there beyond ourselves and the organization. Life is just not that mysterious. Star athletes are star athletes because they have natural talent, drive and practice more than others. People will lose weight if they eat less. A sales force will thrive when it practices the principles employed by great sales forces. But sometimes leaders can t see the forest through the trees, losing themselves in the details (trees) and forgetting the larger picture or vision (forest). All leaders have lost themselves in the trees from time to time. What I ve set out to do is bring the good-and not so...



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