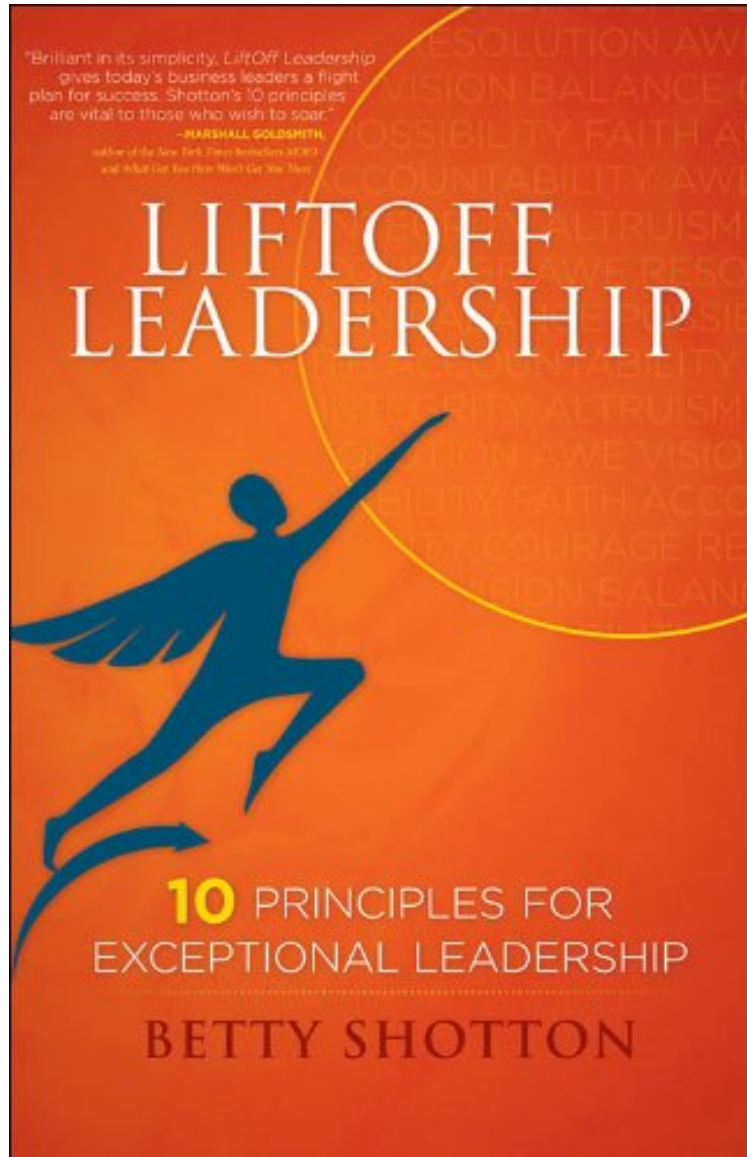


(Mobile book) LiftOff Leadership: 10 Principles for Exceptional Leadership

LiftOff Leadership: 10 Principles for Exceptional Leadership

Betty Shotton

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Betty Shotton : LiftOff Leadership: 10 Principles for Exceptional Leadership before purchasing it in order to gauge whether or not it would be worth my time, and all praised LiftOff Leadership: 10 Principles for Exceptional Leadership:

0 of 0 people found the following review helpful. It is an 'OK' book. By John Crist Good summary of leadership qualities. Not extremely insightful, but makes for an OK weekend read. The author uses herself as an example of great leadership. But I do not know her, and as a consequence do not admire her. It would have been more powerful if she used famous leaders to illustrate her points. 0 of 0 people found the following review helpful. 10 principles of

personhoodBy janeOh, my, BettyWhat a great book you have written!! I have sent a copy to Rawls and Adam. You are a Rock Star and I am proud to know you.It was such fun to read about the important times in your life, growing up in Lynchburg in that beautiful and loving family. It was great to see how those events formed you and helped you become the amazing woman that you are today.The chapter about faith was, I know, particularly courageous for you to write. I applaud you for speaking to an ever so important, although many times overlooked, ingredient to a successful life.I would say that your 10 PRINCIPLES OF EXCEPTIONAL LEADERSHIP should also be the 10 PRINCIPLES OF EXCEPTIONAL PERSONHOOD. What a great world we would live in if EVERYONE....both leaders AND their workforce would live by those principles!Best of luck to you in this, your most recent exciting adventure.Jane Butler2 of 2 people found the following review helpful. A must read!By Dan and KirstenThis book comes at such an important time for businesses and business leaders. The real-life experiences Ms. Shotton shares with us help to bring to life the values that we all should be working towards. Ms. Shotton speaks to the reader in a way that is compelling and thoughtful with a voice that is authentic and knowledgeable. The examples from Ms. Shotton's varied experiences are genuine and help to bring the values to life. The exercises are useful and thought provoking. This is a great book for leaders in all industries from small to large.

In 1999, Betty Shotton stood on the floor of the New York Stock Exchange and watched her company go public. After witnessing the negative consequences of the ensuing transition from purpose driven to profit driven, Shotton set out to change the way we define leadership success.Today, with over 35 years as a CEO and Entrepreneur, Shotton passionately advocates a business model that integrates profitability into a larger context of meaningful contribution to the quality of life affected by what we do and who we are as leaders.In *Liftoff Leadership*, Shotton charts a new course, beginning with an examination of leadership character. With engaging insights into today's business climate,Liftofftakes readers on an exploration of their unique leadership style: Who am I as a leader? What are my best attributes and guiding principles? How can I make a difference? Calling for a return to leadership traits that have defined history's most exceptional leaders, Shotton takes us on a journey into ourselves and gives us tools to examine our own unique attributes.

Betty holds a commercial pilot's license and is ATP rated.Betty Shotton is an avid speaker and consultant.Betty Shotton has captured the full essence of leadership by demonstrating the synergistic power of character and competence in *LiftOff Leadership*. - Dr. Len Marrella"Betty Shotton's unique talents as a commercial pilot and a serial entrepreneur combine to provide a truly distinctive perspective for readers. Her checklists are spot on for leaders in today's fear-ridden corporate cultures."-Jane Stevenson, Vice Chairman, Board and CEO Services, Korn/Ferry; Co-Author of "Breaking Away: How Great Leaders Create Innovation that Drives Sustainable Growth--and Why Others Fail""Brilliant in its simplicity, "*LiftOff Leadership*" gives today's business leaders a flight plan for success. Shotton defines 10 principles vital to those who wish to soar."-Marshall Goldsmith, author of the New York Times bestsellers, "MOJO" and "What Got You Here Won't Get You There""*LiftOff Leadership's* 10 Principles for Exceptional Leadership provide the checklist that leaders everywhere can refer to often in order to maintain proper leadership 'course and speed, ' unlocking your company's engagement and innovation along the way!"-Les Schmidt, CEO, Songbird; Former Chairman, Golden Gate University""*LiftOff Leadership*" is grounded in the author's far-ranging experience as a leader, full of sound guidance for professional growth, and wonderfully well-written. In a market crowded with leadership books, this one deserves special attention."-Parker J. Palmer, Founder and Senior Partner of The Center for Courage Renewal; Author of "Healing the Heart of Democracy, Let Your Life Speak, " and "The Courage to Teach""The analogy of flying and leadership is unique and thought-provoking - great reading for leaders and any manager who aspires to become a leader." -Dr. Kathryn C. Thornton, Astronaut, NASA Space Flights, Assoc. Dean, Univ. of VirginiaAbout the AuthorBetty Shotton is committed to elevating the role of leaders in our society. To that end she is an avid speaker, author and advocate for leadership accountability and contribution.Betty has over 25 years experience as a CEO, Entrepreneur, and Leadership Consultant.Today she is the CEO Founder of LIFTOFF LEADERSHIP LLC and a Partner with Berkana Consulting Group.