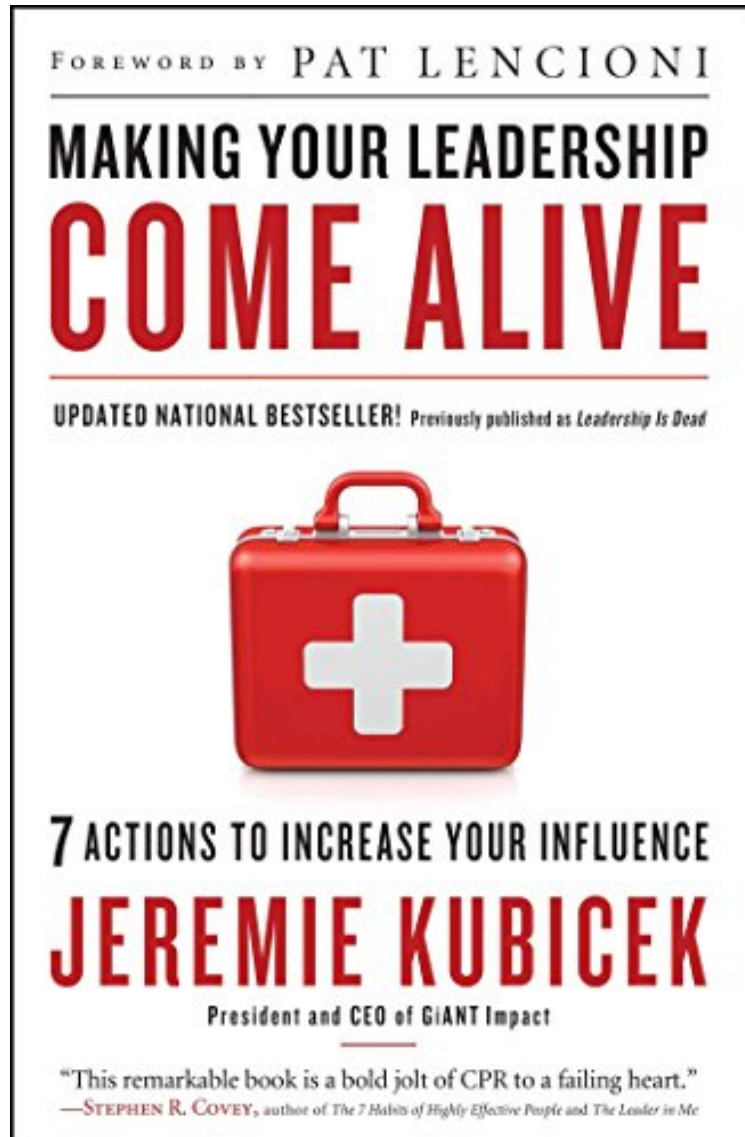


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# Making Your Leadership Come Alive: 7 Actions to Increase Your Influence

Jeremie Kubicek

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Anyone can make an impact. All you need is influence; the most potent professional asset on the planet. The problem is that influence is also the most underused asset on the planet. And the primary reason is that the enemy of influence is a universal human trait: self-preservation. You guard your ideas, your status, and your reputation. Within your self-constructed walls you must cast safer visions, take smaller risks, and accept shallower relationships to ensure the security of all you are protecting. This is the downside of self-preservation: While your walls protect you and yours from demise, they also restrict your influence. You must break down your walls of self-preservation and sacrifice your security for the sake of others. Only then does the escalating paradox of personal generosity come into play: The more you give, the more you receive. This book shows that the key to effective leadership is learning how to influence in a way that engenders greater trust, stronger partnerships, and more impactful endeavors.