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# Real Leadership: 9 Simple Practices for Leading and Living with Purpose

John Addison

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**John Addison : Real Leadership: 9 Simple Practices for Leading and Living with Purpose** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Real Leadership: 9 Simple Practices for Leading and Living with Purpose:

4 of 4 people found the following review helpful. Valuable Advice About Business, Communication, and LifeBy Bill Lampton, Ph.D. [[VIDEOID:dae4624520b9f6f067fc1329d421b2d8]] If you want to make dynamic speeches, watch my brief video portion of this review, which explains John Addison's preparation and presentation

strategy. Additionally, the book offers many proven guidelines about business and life. Samples: "My view is that you get up every day and aim to be a little better than you were yesterday. You figure out what yoursquo;re naturally good at. . . . Everyone has some distinct talent or area of potential excellence. Whatsquo;s yours? If you donrsquo;t know, make it your business to find out."ldquo;Yoursquo;re either green and growing, or yoursquo;re ripe and rotten.rdquo;ldquo;Live every day like itsquo;s your last. One day yoursquo;re going to be right.rdquo;ldquo;You canrsquo;t succeed on your own. Nobody does. . . . You want to build up a group of people who are pulling for you, not pulling against youmdash;people who want you to succeed, not who want you to fail."How much did this book appeal to me? This is the only book I ever remember reading voluntarily on a Saturday afternoon. You'll benefit from this book, and you will want to share Real Leadership with your colleagues.2 of 2 people found the following review helpful. Highly recommended - a great description of a life journey, experiences and action to live by. By Technophobe01 Over the years I have read many books, I have three that I recommend to my friend's children that they read before they embark on a career. I now have a fourth - John Addison's book Real Leadership. OK, why? My feeling is John has captured the essence of his personal experiences in this book and defined a great set of simple guidelines and practices that you can try and live your life by. This is not a book of grandeur and ego, it is a book of experiences, lessons and deep friendships. It is a book you can come back too, you can use it to frame a situation and provide insight. I was talking to a friend's son recently and found myself referring to Chapter 7 - "Decision" and framing their problem in the context of the chapter and then recommending they read the book. How can you not then recommend the book to others? Thus, highly recommended - a great description of a life journey, experiences and action to live by. nb. For those who want to know the other books, I recommend they are (In no particular order) Real Leadership - John Addison How to Win Friends and Influence People Paperback ndash; Dale Carnegie Meditations - Marcus Aurelius Getting More: How You Can Negotiate to Succeed in Work and Life - Stuart Diamond4 of 4 people found the following review helpful. Very Important lessons here! By Larrybomber 83 John may go on quite a bit about Primerica, but leadership is key in any company, area, or lifetime. The golden rule is spoken here. There are several rules and words to live by. If you want to be a leader, read this book.

\*\*\*A Wall Street Journal and USA Today bestseller\*\*\* Leadership lessons for enduring business and personal success from renowned motivational speaker, current leadership editor of Success magazine and former co-CEO of Primerica, John Addison In Real Leadership, author John Addison shares his straightforward practices for successful leadership through his personal and professional journey, helping leaders at any level understand and emulate the nine principles that fostered enduring results on his path to success. As co-CEO of Primerica--the largest independent financial services marketing organization in North America--from 1999 to 2015, Addison spearheaded the company through a period of rapid growth in the early 2000's, then helped navigate the company through the worst financial crisis since the Great Depression, and the separation from their parent company, Citibank, which created one of the most successful IPOs of the decade. Guiding the organization through these monumental changes while also working to keep morale high, Addison developed a passion and talent for motivating others that allowed him to inspire and empower over a million people during his career. The perspectives and personal laws of success that hersquo;s developed over decades of hard work and diligence boil down to the principles of living your best life. Because that, says Addison, is the essence of leadership: having the courage, honor, and integrity to live your true life, the one you were put here to live, and to do it in a way that makes the world a better place than it was before you got here. Addison's story shares his experiences--from small-town southern boy to influential CEO--providing a riveting read that is down-to-earth and profound in its simplicity and honesty. His practical takeaway lessons will help you lead better in every aspect of your life. Itsquo;s the kind of leadership that others will follow over the long haul, through the good times and the bad, through the ups and the downs; itsquo;s real leadership. John Addison is the former Co-CEO of Primerica, the largest independent financial services marketing organization in North America. He currently serves as CEO of Addison Leadership Group as well as the leadership editor of Success magazine. As a renowned, world-class speaker, he has motivated millions with his insight and wisdom on leadership, personal development, and achieving success in both their careers and their personal lives.