

16 ESSENTIAL
QUALITIES
THAT DEFINE
**GREAT
LEADERS**

LEARN THE IDEAL BEHAVIORS,
MINDSET, & HABITS OF THE
MOST SUCCESSFUL

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In 16 Essential Qualities That Define Great Leaders, you'll learn to develop the key traits that all great leaders possess.

You'll learn to chart a decisive career path and advance forward confidently, knowing you have what it takes to succeed.

Through Joel's book, you'll gain skills in these five key areas of leadership:

- ➔ **Business Intelligence:** You'll learn to think strategically and speak the language that executives understand.
- ➔ **Risk-taking:** You'll learn to champion promising innovations, conquering self-doubt.
- ➔ **Relationship-building:** You'll excel in building interpersonal networks and communicating with peers, direct reports, superiors, and other stakeholders.
- ➔ **Performance Improvement:** You'll achieve optimal productivity by prioritizing your work for maximum impact.
- ➔ **Self-development:** You'll learn what drives you, seek feedback, and create a plan for continuous improvement.

Learning how to develop the top qualities of great leaders will propel your career forward. That's why no matter what stage of your career you're at, this is one of the best books on leadership for you.



Joel Garfinkle is recognized as one of the top 50 executive coaches in America. Global Gurus named Joel #14 on its list of the top 30 global coaching experts. He is also a Master Certified Coach (MCC)—the highest level of achievement in coaching—and author of 11 books and over 300 articles on leadership. His client list for coaching and corporate training includes Google, Amazon, Starbucks, Bank of America, Microsoft, Oracle, Deloitte, Ritz-Carlton, Genentech, NBC, the NBA, and many other prestigious companies.