



Leading with Purpose: How to Engage, Empower & Encourage Your People to Reach Their Full Potential

Marc Koehler

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Winner of 2015 USA Best Book Award – Leadership Category

Winner of 2015 Barnes & Noble Book Seller Recommended Business Books

Leadership Lessons from the US Submarine Force You Can Apply to Your Business

In 2005, Marc Koehler was brought in to turn around a struggling \$7M US-based manufacturing company. He quickly identifies that the big business analysis tools he is using for this small business are drowning it. Marc decides to go back to his time as a US Nuclear Submarine Officer and recognizes many similarities to the business he is charged with rescuing. Both have a mission, a small team, limited resources, and a dynamically changing environment.

With these similar conditions, why was the submarine successful and able to accomplish so much under extremely stressful conditions? What tools did it use? What were its best practices? Marc decides that he can apply the same leadership approach and tools to the struggling company. The results are tremendous. He sees the same team of people who were struggling before, lead the company back to stability and profitability.

Over the next 10 years, Marc has similar success in many other small businesses he is brought in to turnaround. He refines the tools into a system and discovers that it doesn't matter what type or size of business, the tools are universal whether you are a \$10M Manufacturer, a \$4M Law Firm, a \$110M Service Company, or a \$5M Non-Profit.

Leading with Purpose provides a simple, but powerful blueprint to get everyone on the same page, passionate about what they are doing, and focused on what matters most. It steps you through the creation of a simple, but powerful single-page plan and then shows you how to use it to develop an engaged and empowered team that collectively drives success, solves problems, and manages change.

If you are interested in creating a culture where employees are galvanized around a common vision and a shared purpose, treat the company as if it were their own, understand their specific role, help manage the day-to-day chaos, and stay focused on the goals that matter most, this is the book for you.

Leading with Purpose has a foreword by L. David Marquet, author of the business bestseller *Turn the Ship Around!*

The book's single page plan coordinates with the Lead with Purpose online platform (www.leadwithpurpose.com) where leaders can manage their plan in the cloud for FREE.

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Todd Crain:

Why? Because this Leading with Purpose: How to Engage, Empower & Encourage Your People to Reach Their Full Potential is an unordinary book that the inside of the book waiting for you to snap the idea but latter it will zap you with the secret it inside. Reading this book alongside it was fantastic author who else write the book in such amazing way makes the content within easier to understand, entertaining approach but still convey the meaning thoroughly. So , it is good for you for not hesitating having this nowadays or you going to regret it. This excellent book will give you a lot of rewards than the other book get such as help improving your talent and your critical thinking method. So , still want to delay having that book? If I have been you I will go to the publication store hurriedly.

Noemi Burns:

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Vickie Miller:

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Karen Schanz:

What is your hobby? Have you heard in which question when you got college students? We believe that that query was given by teacher to their students. Many kinds of hobby, Every individual has different hobby. And also you know that little person similar to reading or as studying become their hobby. You have to know that reading is very important and book as to be the point. Book is important thing to include you knowledge, except your own personal teacher or lecturer. You discover good news or update concerning something by

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