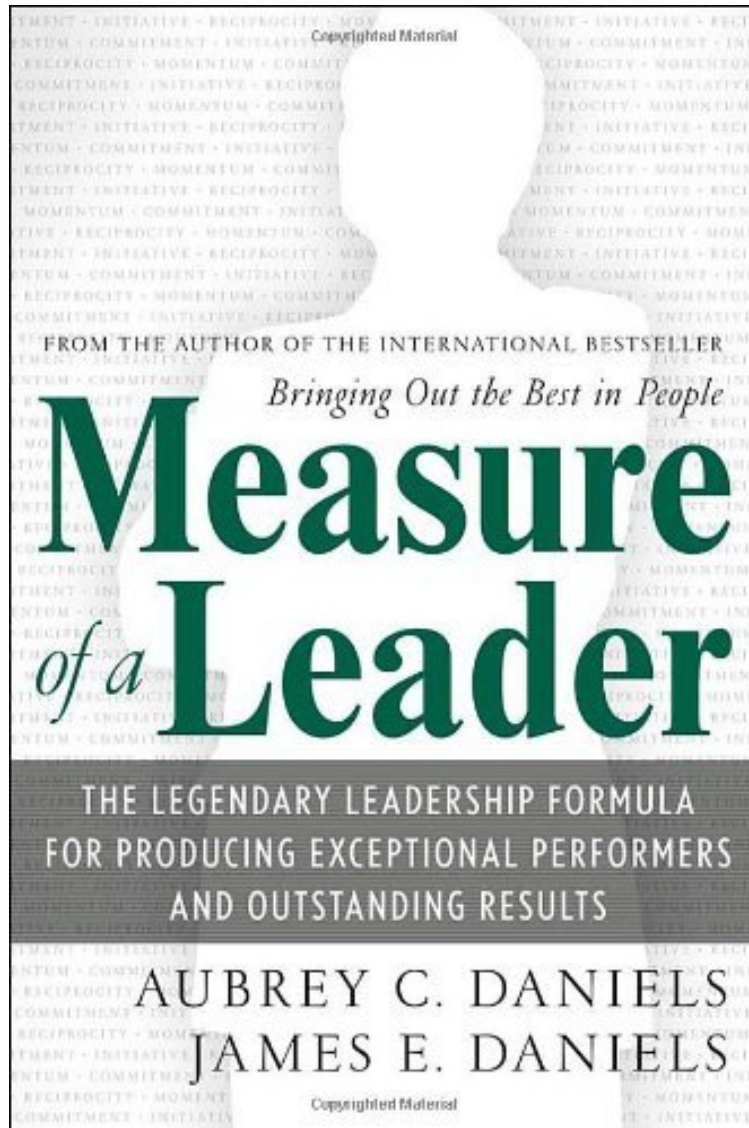


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Measure of a Leader: The Legendary Leadership Formula That Inspires Initiative and Builds Commitment in Your Organization

Aubrey C. Daniels, James E. Daniels

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Aubrey C. Daniels, James E. Daniels : Measure of a Leader: The Legendary Leadership Formula That Inspires Initiative and Builds Commitment in Your Organization before purchasing it in order to gage whether or not it would be worth my time, and all praised Measure of a Leader: The Legendary Leadership Formula That Inspires Initiative and Builds Commitment in Your Organization:

2 of 2 people found the following review helpful. And it's these othersmdash;also called

“followers”—who leaders focus on in order to have the greatest effect on them. By George Beam, Behaviorist, Focus on Followers, and Up Your Game! Consultants Aubrey and James Daniels are behaviorists who explain how personnel “everywhere” in the organization can be “leaders” with optimum effect on the behavior of “others”. As they emphasize at the outset: “We are discussing the effect that any one person has on the behavior of others”. And it’s these others—also called “followers”—who leaders focus on in order to have the greatest effect on them. Everywhere-leaders focus not so much on themselves (“focus . . . not [on] the leader”) as they do on followers because “power resides in the follower”. Leaders direct (primarily by positive reinforcement) the power/behavior of followers to advance the organization’s (or sub-unit’s) goals, priorities, and values. It’s all about behavior: the behavior of everywhere-leaders that establishes and maintains the antecedents and consequences of the desired behaviors of followers. The authors acknowledge that their understanding of effectiveness in organizations is based on “the science of Behavior Analysis”, and they cite and quote numerous behaviorist theorists and researchers, including B. F. Skinner. I assign Measure of a Leader as a textbook in my Master of Public Administration course, Leadership in Public Sector Organizations: A Quality Management Approach. I encourage my students: Be a behaviorist, focus on followers and, thereby, up your game!

1 of 1 people found the following review helpful. Staple in your library. By Michelle Schaeffbauer. Great read with practical theories that work. Why do people do what they do and how can leaders get those people to do what they want them to do? Easier said than done for sure, but absolutely possible/probable using these guidelines. This is a keeper for easy reference. 0 of 0 people found the following review helpful. Five Stars. By R. Sfeir. Nice material.

An innovative behavioral approach to leadership from the bestselling author of Bringing Out the Best in People. Management guru Aubrey Daniels delivers a proven, scientifically grounded approach to great leadership with Measure of a Leader. This book turns conventional leadership wisdom on its head, showing how to focus on the behavior of followers to craft a powerful leadership style. Structuring their message around the indicators of follower behavior that predict a leader's influence, Aubrey and James Daniels show exactly how to impact the growth of a business, its customers, and the marketplace. Even more important, the authors' system gives managers the tools to adapt the approach, creating positive behavior that can improve the performance of their people. Managers are transformed into leaders, creating a legacy that perpetually generates greater momentum, commitment, initiative, and reciprocity throughout an organization. Includes leadership examples from top companies such as Blue Cross, NASA, Roche, and Westinghouse. “For anyone anxious to achieve long-term results. . . this book should be your everyday playbook.” —John R. Schueler, president, publisher, and CEO, ANG Newspaper Group

About the Author Dr. Aubrey C. Daniels, internationally recognized author and speaker, is the world’s leading authority on behavioral science in the workplace. He founded Aubrey Daniels International in 1978 and is the author of three best-selling books widely recognized as management classics: Bringing out the Best in People, Performance Management: Changing Behavior That Drives Organizational Effectiveness, and Other Peoples’ Habits. Daniels has been featured in The Wall Street Journal, The New York Times, The Washington Post, USA Today, Fortune, Entrepreneur, Biznet, CNN, CNBC, and CBS radio. He received his undergraduate degree in psychology from Furman University and earned his master’s and doctorate from the University of Florida. Daniels serves on the Board of Trustees of the Cambridge Center for Behavioral Studies and Furman University, and is an Associate of Harvard University’s John F. Kennedy School of Government. His numerous awards include the Lifetime Achievement Award from the Organizational Behavior Modification Network and the Outstanding Service Award from the International Association for Behavior Analysis, which also named him a 2005 Fellow. James E. Daniels, vice president and senior consultant with Aubrey Daniels International, has developed productivity and quality improvement systems for corporations in the United States, Australia, Brazil, Canada, England, and Italy. A graduate of the United States Military Academy at West Point, Daniels received his master’s from the University of Florida. He is a former editor of Performance Management Magazine and co-author of the definitive behavioral text Performance Management: Changing Behavior that Drives Organizational Effectiveness, 4th Edition. Daniels specializes in creating performance measurement systems for knowledge workers. He helps organizations design and implement strategies that inspire and reward the discretionary effort of employees in both union and non-union environments. His clients represent a wide range of industries including (but not limited to) service, manufacturing, engineering, banking, publishing, telecommunications, nuclear power generation, travel, and sales. Daniels also applies his expertise in behavioral change techniques to enhance and ensure the effectiveness of quality improvement processes such as Six Sigma.