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Nota di contenuto	Cover; Title Page; Copyright; Contents; Foreword, Guy Kawasaki; Introduction: What Do You Want to Be Known For?; What Is a Thought Leader?; Why Become a Thought Leader?; Thought Leaders Needed; My Journey to Thought Leadership; Seven Steps to Thought Leadership; How to Use This Book; The Time Is Now; Getting Started: From Leader to Thought Leader; How Am I Doing So Far?; What Makes a Successful Thought Leader?; Thought Leaders Expand Ideas; Thought Leaders Tell Stories; Thought Leaders Build Lasting Relationships; Thought Leaders Share Certain Behaviors; Getting Started: A Quick Review Chapter 1 Find Your Driving PassionFind Your Niche; Can You Pen Your Venn?; How to Pen Your Venn; Envision Your What If? Future; Define Your What If? Future; Think Big; Align With (or Buck) Trends; Identify Key Trends; Find Your Driving Passion: A Quick Review; Chapter 2 Build Your Ripples of Influence; Start Your First Ripples; Expand Your ""Adjacent Possible""; Assemble Your Bricolage; Case Study: Van Ton-Quinlivan; Nurture Divergent and Consilient Thinking; Case Study: Steve Craft; Find Your Stakeholders; Start with Your Strategic Stakeholders; Who Owes You Loyalty Equity?

Who Disagrees with You? It's About Them; Don't Give Up Too Easily; Let the "Market" Decide; Use Zero-Based Thinking; Done-Not Perfect; Build Your Ripples of Influence: A Quick Review; Chapter 3 Activate Your Advocates; Case Study: Mary Hughes and the 2012 Project; Identify Potential Supporters; Champions and Allies; Consider What's in It for Them; Discover What Might Hold Them Back; Prepare to SPAR; Set Up Tracking and Connection Tools; Prepare a Message Template; Articulate Your Plan of Action; Rehearse, Rehearse, Rehearse; What to Do When It's Time to Engage; From Button to Billboard
 Pick Your Engagement Strategies Prepare Your Champions; Activate Your Advocates: A Quick Review; Chapter 4 Put Your "I" on the Line; "If Not Me, Then Who?"; Find Your Imperative; Case Study: Zoe Dunning; Followers Can Lead, Too; A Word About Self-Promotion; Take the Long View; Overcome Your Fears; Foster Your Resilience; Find (Lots of) Help; Create a Brain Trust or Mastermind Group; Create a Purse Club; Build Your Own Personal Board of Directors; Let Go of Your "Yeah, But"; Put Your "I" on the Line: A Quick Review; Chapter 5 Codify Your Lessons Learned; Understand How Change Happens Overcome the "Not Me" Attitude Capture What You Know; Create a Wisdom Journal; Learn to JuxtaRows; Create Your Intellectual Property; Develop a Visual Representation; Document Your Framework; Find a Great Name; Show Proof That It Works; Protect and Control Your IP; Codify Your Lessons Learned: A Quick Review; Chapter 6 Put Yourself on S.H.O.U.T.; Case Study: Avinash Kaushik, Google; Select Your Audience and Venue; Study Others' Successes; Play the Small Venues First; Build a Quality Personal Brand; Hone Your Message; Learn to Tell a Great Story; Tell Your Story
 Tell Your "Customers" Stories

Sommario/riassunto

"The how-to guide to becoming a go-to expert Within their fields, thought leaders are sources of inspiration and innovation. They have the gift of harnessing their expertise and their networks to make their innovative thoughts real and replicable, sparking sustainable change and even creating movements around their ideas. In Ready to Be a Thought Leader?, renowned executive talent agent Denise Brosseau shows readers how to develop and use that gift as she maps the path from successful executive, professional, or civic leader to respected thought leader. With the author's proven seven-step process--and starting from wherever they are in their careers--readers can set a course for maximum impact in their field. These guidelines, along with stories, tips, and success secrets from those who have successfully made the transition to high-profile thought leader, allow readers to create a long-term plan and start putting it into action today, even if they only have 15 minutes to spare. Offers a step-by-step process for becoming a recognized thought leader in your field Includes real-world examples from such high-profile thought leaders as Robin Chase, founder and former CEO of Zipcar; Chip Conley, author of PEAK and former CEO of JDV Hospitality; and more Written by Denise Brosseau, founder of Thought Leadership Lab, an executive talent agency that helps executives become thought leaders, who has worked with start-up CEOs and leaders from such firms as Apple, Genentech, Symantec, Morgan Stanley, Medtronic, KPMG, DLA Piper, and more Ready to Be a Thought Leader? offers essential reading for anyone ready to expand their influence, increase their professional success, have an impact far beyond a single organization and industry, and ultimately leave a legacy that matters"--