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Note generali	Includes index.
Nota di contenuto	IGNITE; Contents; About the author; Acknowledgements; Introduction; Chapter 1 The game has changed; Understanding generation Y; They have great expectations; They are loyal; They want to have fun; They are smart cookies; Avoiding information fatigue syndrome; So what does this all mean for leaders?; Working with six degrees of separation; Three brains are better than one; Chapter 2 Finding the real you; Understanding the roles you play; Knowing your chimes; Looking at the three 'Yous'; Finding your unique self; Chapter 3 Stepping into the real you; The confidence muscle Strength in vulnerability Myth 1: Vulnerability is a weakness; Myth 2: Vulnerability is letting it all hang out; Impostor syndrome; What does it feel like?; What are the consequences?; What is the solution?; Be careful who you take advice from; Say it as it is; Acronyms; Cliches and management speak; Analogies and metaphors; Level up; Chapter 4 Communicating the real you; Your storytelling style; Your storytelling grapevine; Pull stories; Push stories; Coming up with push stories; The organisational grapevine; Strategic storytelling; Top 10 storytelling mistakes; Top tips for storytelling Tip 1: Make it personal Tip 2: Use humour wisely; Tip 3: Use emotion over data; Tip 4: Start smart; Tip 5: End smarter; Chapter 5 Presenting

the real you on stage; Start with the why; Understand the purpose for your audience; Understand the purpose for you; Your messages; 'Bumper sticker' your message; Choose your delivery style; Stories; Props; Something unusual; Power Pointlessness; Rule 1: Reduce your slides; Rule 2: Make sure your slides are legible; Rule 3: Remember a picture paints a thousand words; Rule 4: Split your presentation; Before the presentation; Well before your presentation  
Prioritize practice Some tips for practice; Just before your presentation; Know your routine; Visualise success; Use power posing; During the presentation; Put the audience first; Be flexible; It's showtime!; Use your pace; Use your space; After the presentation; Thank people; Seek feedback and reflect; Strive; Chapter 6 Presenting the real you online; Taking advantage of LinkedIn; Remember first impressions count; Look at your headline and summary; Actively contribute; Publish posts that highlight your passions; Connect well; Making your website work for you; Conclusion; A final word  
Stay connected Index; More praise for Gabrielle Dolan; Advert; EULA

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## Sommario/riassunto

Learn the authentic leadership skills that drive today's workforce to excel. Ignite: Real Leadership, Real Talk, Real Results is an honest guide to achieving lasting business success by becoming a more authentic leader. Leaving behind the boring and mundane, this guide cuts to the chase with a frank and forthright style to provide insight that can radically transform your business. You'll learn how your communication style may be holding you back, and how a few simple changes can inspire your team, engage your customers, and remind you just how effective you can be. Storytelling is a powerful

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