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Autore	Carroll Stephen J
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Altri autori (Persone)	FloodPatrick C
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Nota di contenuto	The Persuasive Leader Lessons from the Arts; Contents; Foreword; Preface; Acknowledgements; About the authors; 1 Persuasive leadership in life and work; Beginning cases; What is leadership?; Persuasive leadership in a new world; A newer focus on emotions and logic; Leadership as a social role in all living groups; Leadership legacies; Leadership goals; Leadership sub-roles; Leadership in changing circumstances; Leader agendas; Leadership and the arts; Parents as persuasive leaders; Leadership and strategies; Do leaders need charisma?; Persuasion as a key to all leadership efforts Leaders as coherent wholes Learning from examples; Types of persuasion settings; Types of Leadership; Leadership skills as identified in the arts and humanities; Do we need empirical studies of leadership?; Leaders and ethical behaviours; Leaders as examples of persuasive and moral principles; Summary; End case; Works cited; 2 Using aesthetics and the arts in persuasive leadership; Beginning cases; Leaders using the arts; What are the arts?; Practical use of the arts; The aesthetic response; Aesthetics and human evolution; Unity among the arts; Performance art; Leader-managers as architects

The orchestra conductor metaphor
Music in aesthetics; Humans as artists; Theatrical principles in leadership; Fictional versus actual leaders; Behaving like an artist; Summary; End cases; Exercise 2.1; Exercise 2.2; Works cited; 3 Using words effectively in persuasive speech and writing; Beginning cases; Evolution of language; Importance of word choice; Power of words to evoke emotion; Aesthetic versus non-aesthetic language; Function of fictional stories; Use of stories in persuasion; Delivering words effectively; Audience reactions to words; Words reflect characteristics of the speaker
Being open-minded in one's communications
Summary; End case; Exercise; Works cited; 4 Persuasive leadership and rhetoric principles; Beginning cases; Persuasion principles from philosophy; Persuasion in literature; Henry V; Julius Caesar; Joshua Chamberlain; Discussion of speeches; Summary; End case; Exercise; Works cited; 5 Persuasive leadership-planning considerations; Beginning cases; Studying the prospective audience; Building credibility; Obtain endorsements by influential persons; Build competence and coalitions; Gather facts and arguments in favor of goals
Plan for creating arousal/activation and more memorable messages
Planning for message content; Preparation; Practice; Choose optimum timing and setting; Emotional appeals; Use of dramatic principles in persuasion planning; Creating an engaging character-yourself; Learning acting skills; Process of planning; Using the arts in planning; Summary; End case; Exercise; Works cited; 6 Audience characteristics; Beginning cases; Audience characteristics; Audience to leader effects; Use of participation; Audience concerns; Psychological needs of the audience
Effect of cultural differences in audience responses

Sommario/riassunto

The communication aspect of leadership - to actively engage your followers and achieve understanding and motivation whilst making the message memorable - has never been more important. Using vivid lessons and examples from spheres outside business organization, The Persuasive Leader explores the leader's role as a communicator and teaches the fundamental principles of successful leadership. This book provides insights and principles about persuasive leadership from a broad range of human experiences. It draws on examples of persuasive leaders and persuasive leadership principles from
