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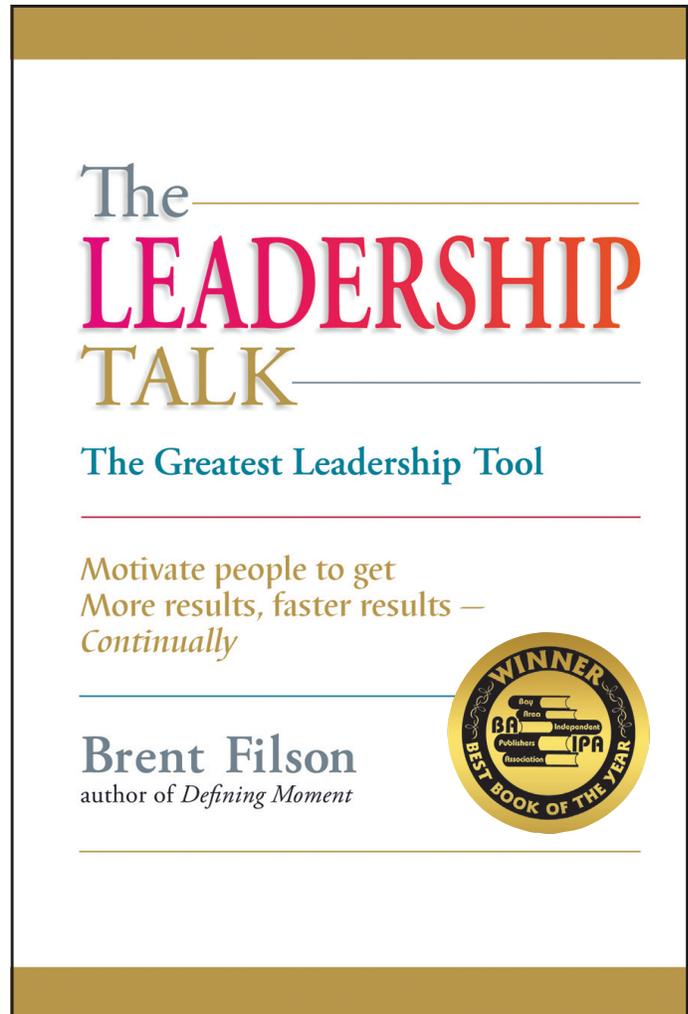
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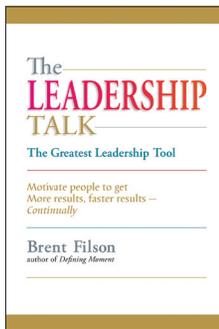
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Subject Headings and BISAC:

1. Leadership.
 2. Motivation (Psychology).
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 4. Organizational Effectiveness;
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Studies show that leadership is critical to success in most career fields, but it remains a mystery to many people. There are thousands of well-meaning books and even more articles dedicated to demystifying what leadership is and how to be an effective leader. Brent Filson has taken the mystery out of leadership. There is no other book like *The Leadership Talk*. The product of Brent's in-depth interactions with leaders of all ranks and functions in top organizations worldwide since 1984, this book shows, in precise, powerful ways, and using proven, easy-to-learn processes, not only what is important for leaders in motivating people to get results but also how to motivate them and keep them motivated while translating their motivation into action and results.



About Brent Filson

Brent Filson learned about leadership as a Marine Corps platoon and company commander. He has since helped thousands of leaders of all ranks and functions worldwide boost their leadership effectiveness. Working with some of the world's top companies, he has developed motivational leadership strategies, processes, and skill sets, and created leadership education and training programs. The author of 23 books (over a million copies sold) and hundreds of articles on leadership, his books and articles have been featured in more than 200 magazines and newspapers. He has been interviewed and asked to discuss his leadership processes on 200 radio programs, has lectured at Columbia University, MIT's Sloane School of Business, Boston College, Wake Forest University, Williams College, and Villanova, and has spoken before dozens of private, nonprofit, and government organizations.

The Leadership Talk: The Greatest Leadership Tool won Best Personal Growth Book in the Bay Area Independent Publishers Association (BAIPA) awards competition.



"Brent Filson is one of the best communicators in the world. If you want to learn how to motivate two, 200, or 2,000 people, his lectures, seminars, and books are a must."

—Joseph Mancuso, Center for Entrepreneurial Management

"Brent Filson doesn't just teach you how to lead. He inspires you to do it!"

—Duncan Maxwell Anderson, Senior Editor, Success Magazine

"Brent's approach to *The Leadership Talk* is a powerful tool to obtain specific results. I have applied his techniques in multiple companies on multiple continents and found universal results. In my latest assignment, I applied his principles to help improve operating margin by over 30 points."

—Paul Conroy, Business General Manager, Honeywell Europe

"Brent Filson's *The Leadership Talk* methodologies recast the way you think about things; and in a deep and powerful and gentle way, they change the way you do your job."

—Laura Arling, General Director of New Business, John Hancock

"In my work in many countries all over the world, I have encountered myriad leaders and leadership programs—but Brent's methodologies are really special. He not only focuses on having leaders consistently get real results (not just talk about results) but his methodologies engage people in profoundly human ways. Further, he makes leadership and getting results a true joy!"

—Dr. Jeanne-Marie Col, Dept. of Economic & Social Affairs, the United Nations

"Brent Filson's Three Trigger Motivational Process makes *The Leadership Talk* all the more concrete. I keep and refer to the wallet card frequently to keep me on course. His two-day intensive is a winner!"

—Mark Goldman, Office of Career Development and Employee Work Life,
NASA Goddard Space Flight Center

"The Leadership Talk is right on target! In my many years as a U.S. Army combat officer, and later as a manager at GE, I knew that effective and motivating oral communications was one of the major keys to success in making your numbers, motivating very smart professionals, hiring future stars, and 360 communications."

—Phil Poe, GE executive

"Your book is excellent! You offer all sorts of intriguing ideas that I haven't seen in any other books on leadership. Bravo!"

—Richard Jacobs, Vice President of Executive Communications,
The Prudential Insurance Company of America