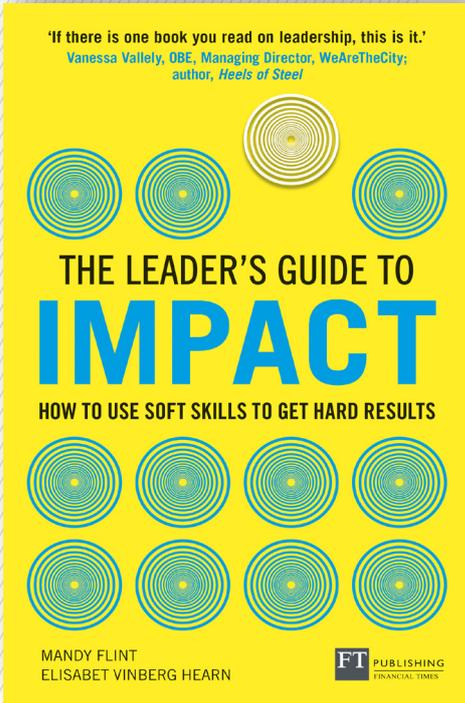


thebook
PUBLICIST



NEW
BOOK

WHY EVERY LEADER NEEDS TO CONSIDER
THEIR IMPACT

THE LEADER'S GUIDE TO IMPACT – HOW TO USE SOFT
SKILLS TO GET HARD RESULTS

That different leaders have different styles and approaches has never been more obvious – from Donald Trump to Kim Jong-un, Theresa May to Jeremy Corbyn, Jeff Bezos to Elon Musk - the one thing leaders the world over have in common is that they have a huge impact on those they lead and serve.

With 4 in 10 UK employees unhappy with the quality of their work leadership* it's clear not all leaders are having the right impact at the right time. Leaders need to create impact in each and every moment. It's a way of taking charge, getting what you want and delivering results. The right sort of executive presence will enable you to meet goals and achieve progress without needing to throw your weight around and demand respect.

The Leader's Guide to Impact shows how to create the impact that will help you connect with people in a respectful way, so that you build trust, get others to listen, influence effectively and drive results. It's full of practical tips, stories and exercises that will help readers be the best leader they can be. And most importantly, the book shows how to have impact in an authentic way that supports your reputation and brand effectively.

The authors, international leadership experts Mandy Flint and Elisabet Vinberg Hearn explain why and how to achieve impact. They provide essential strategies and tools that leaders can use to manage their impact on different stakeholders – employees, peers, the Board of Directors – as well as external stakeholders such as the media/press, social media.

The Leader's Guide to Impact provides valuable insights and techniques to help leaders develop the right sort of impact and understand how to use it to deliver their strategic ambitions. The authors take an in-depth look at:

- collaborative impact - how to build a collaborative culture and manage conflict within teams
- change-driving impact - how to lead change not just manage it
- innovative impact – how to be a disruptive leader and drive innovation
- business sustainability impact – how to deliver your Triple Bottom Lines: people, planet, profit

*www.onrec.com/news/statistics-and-trends/uk-employees-least-happy-with-leadership

The Leader's Guide to Impact, published by FT Publishing, is out 17 April priced £14.99. To find out more go to: <http://2020visionleader.com/>

Mandy Flint is an international expert on teams, cultural behavioural change and leadership impact. She is CEO of Excellence in Leadership and works across the world delivering transformational change programmes and C-suite coaching. Mandy studied at Harvard Business School and is a fellow of the London Metropolitan Business School. She is also an established speaker at leadership and cultural change events.

Elisabet Vinberg Hearn is an international expert on leadership impact, teams and people-first digital transformations, operating as leadership strategist, speaker and executive coach. She is co-founder of Think Solutions and CEO of Katapult Partners. Elisabet has an MBA in Leadership & Sustainability and has studied Sustainability Management at Cambridge University and AI strategy at MIT CSAIL.

Mandy and Elisabet have written two previous multi award-winning books on team leadership.



Mandy Flint



Elisabet Vinberg Hearn

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:

Mandy Flint and Elisabet Vinberg Hearn are experienced, engaging speakers, and international leadership experts. They are available for expert comment, interview and to write by-lined articles on topics including:

Why every leader needs an impact strategy

Take the quiz: Where are you on the Impact-o-meter?

What's on your leadership radar?

How to have the right impact

Why real leaders don't need a corner office

Is it your fault your team's not delivering?

Why every leader needs to be inspired

Avoid the corporate cloak – why authenticity is a valuable business tool

Don't manage change – lead it instead

How to be a positive disruptor

MEDIA
CONTACT

For further information, an interview with Mandy Flint and Elisabet Vinberg Hearn, a guest article or a review copy of *The Leader's Guide to Impact*, please contact:

TERESA RICHARDSON OR ELLA DAVIDSON

✉ teresa.richardson@thebookpublicist.co.uk ✉ ella@thebookpublicist.co.uk