



Leading from Purpose: Clarity and confidence to act when it matters

Nick Craig (Foreword) , Brené Brown (Foreword)

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'Will transform your leadership as you discover your authentic purpose'
Bill George, former Chair and CEO of Medtronic

'Working with Craig dramatically changed my professional path and I can't imagine leading Ben & Jerry's without it'
Jostein Solheim, CEO of Ben & Jerry's

Drawing on ten years of experience working with more than 10,000 executives from companies around the world, Nick Craig takes you on a revelatory journey to understand your purpose, find clarity and focus and lead with inspiration.

When uncovered, purpose becomes our most fundamental guiding principle. Explaining where true purpose lies and demystifying where it doesn't, Craig offers the methods through which anyone can find their purpose. He identifies three pathways that will assess where you are going with your purpose and where you *should* be going.

In *Leading from Purpose*, Craig shares unique stories to show how top leaders are energized by their purpose, finding in it the confidence they need to properly evaluate high-stakes decisions and take the optimal action. Accessible, methodical and eminently practical, this book offers the comprehensive toolbox with which everyone - whether a c-suite executive or a behind-the-scenes office worker - can live out their purpose and achieve success on their own terms.

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