



The Last Word on Power: Executive Re-Invention for Leaders Who Must Make The Impossible Happen

By Tracy Goss

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Today's leaders are reinventing everything but themselves, and this is why so many attempts to revolutionize business fail. The last word on power is the key method in reinventing executives so they can take on "a mission impossible" based on a course designed and run exclusively for the past fifteen years by Tracy Goss. Do you want to do work that is worthy of your time and talent? Do you want to make your mark on your company, industry, community? Are you dissatisfied with the fact that reengineering, quality improvements, and other changes never make a lasting impact? Then you need to go beyond the techniques of improvement and learn the skills of *being extraordinary*. The power to be extraordinary is not one we are born with. It's not the power to fix what's wrong or improve what's right. It is a power one learns in a course that for the past fifteen years has been designed and run exclusively for top executives by consultant Tracy Goss. For the first time, Goss makes her coursework available to the general reader in *The Last Word On Power*. Goss's unique methodology shows how "you can put at risk the success you have achieved for the 'possibility' you can be." She positions executives to take on the future they dream about. She teaches how to behave differently so you can be free of constraints from the past. She shows how you can be at home in an environment in which you are constantly surrounded by threats, and how to transcend the ordinary so that you can make the impossible happen. Her work has resulted in important life changes and organizational reinventions throughout the world.

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Editorial Review

From Library Journal

For over 20 years, consultant and lecturer Goss has been working to help senior executives in her intensive seminars to "transform" themselves into another state of being. Now, she offers her reinvention process for those willing to commit to a lifetime of hard work required to make this process real. She explains her seven transformative steps: uncovering your winning strategy, understanding the limits of the "universal human paradigm," putting everything at risk, inventing a new master paradigm, inventing an impossible game to play, breaking the addiction to interpretation, and operating beyond the limits of your winning strategy. Goss offers powerful information, far above the glib self-help mush that already lines the shelves. She answers the fundamental question of why management fads do not work: the personal work has not yet been done. Her unique approach is as significant a work in this genre as Peter Block's *Stewardship* (LJ 6/15/93) and Steven Covey's *Seven Habits of Highly Successful People* (S. & S., 1989). Highly recommended for all libraries. —Dale F. Farris, Groves, Tex.

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From the Publisher

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From the Inside Flap

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