

The Confident Leader: How the Most Successful People Go From Effective to Exceptional (Business Books)

By Larina Kase

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"This groundbreaking book will become a classic. I'll be recommending it to all of my readers."

-Kevin Hogan, author of *The Psychology of Persuasion*

New York Times bestselling author Larina Kase explains how to accomplish the things you think you can't, but really wish you could . . .

Many people who want to advance in their career or business are faced with an innate fear of change--even positive change that could move them forward. Using cutting-edge research to help readers become true leaders in their fields, Larina Kase provides strategies to help readers move out of their comfort zones and better distinguish the positive decisions and actions that will dramatically propel their success. She includes interviews with top business thinkers such as Seth Godin, Joe Vitale, Annie McKee, and Tim Sanders. Apply the lessons in this book to:

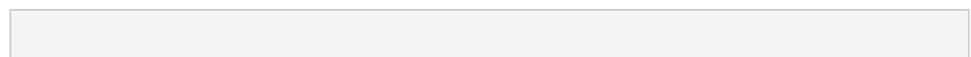
- Discover why you don't do what you need to do
- Empower yourself and others to stay motivated
- Transform fear of change into a positive driver for success
- Face uncomfortable situations with grace and poise

"Imagine what you could accomplish with the confidence of the world's top leaders . . . Read this book for a step-by-step plan to make it happen."

?Dr. Joe Vitale, author of *The Key*

"The success of coaches, clients, and self-help aficionados, in particular, will dramatically increase after putting Larina's powerful wisdom to work."

?Marilee Adams, Ph.D., author of *Change Your Questions, Change Your Life*



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Editorial Review

From the Back Cover

Praise for *The Confident Leader*:

“To date no book has comprehensively dealt with the underlying problem of how to get outside of your comfort zone to think and succeed big in business. Many wonderful books have been written addressing these issues from many different angles, but ultimately we know we must push ourselves beyond what's comfortable to get better results and Larina Kase shows you exactly how.”

--Michael Port, bestselling author of *Beyond Booked Solid*

“*The Confident Leader* is going to be a great hit with those who want to be wildly successful. What a fresh new idea and powerful solution for turning procrastinating into achieving!”

--Rita Emmett, author of *The Procrastinator's Handbook*

“Larina's book shows us how to confidently and successfully move out of our comfort zones and help our employees do the same thing. Do what she suggests and you'll build teams filled with committed, engaged people who'll help you and your organization succeed.”

--Sharon Jordan-Evans, co-author of *Love 'Em or Lose 'Em: Getting Good People to Stay*

“In my over 25 years of leading and coaching various sales teams, I have read many leadership books. *The Confident Leader* is different in that it covers unfamiliar territory of what makes someone even more successful as a leader. It really opened my eyes to my possible potential and caused me to look at being a leader in a different and unique way. I would recommend this book to anyone who desires to grow themselves as a prelude to growing others.”

--Al DiLeonardo, CEO of Cutco Cutlery

“Effective leaders are lifelong learners and students of human behavior. But even the best leaders sometimes get stuck in the dreaded 'comfort zone.' Larina's new book reminds us that that is a dangerous place to be. Fortunately, *The Confident Leader* provides a wealth of research- and practice-based advice that is a valuable resource to novice and experienced leaders alike.”

--Harrison Monarth, *New York Times* bestselling co-author of *The Confident Speaker*

“'Dare to dream' is fine . . . but what about 'dare to do?' What could you do with your business, your work relationships--your whole life--if your doubts and fears became igniting fuel to make it all happen? Read this book to find out how.”

--Dr. Max Vogt, Founder, International Marriage Association

“What separates effective leaders from exceptional ones is their ability to motivate themselves and others, even in the face of great difficulty. Dr. Kase provides a clear step-by-step plan for addressing both day to day difficulties and big picture challenges. Inspiring and practical, this book is what ambitious leaders need to become even more successful.”

--Mark S. Schweiker, President & CEO, Greater Philadelphia Chamber of Commerce, 44th Governor, Commonwealth of Pennsylvania

“A 'must-read' for people who are ready and willing to take their lives and careers to the next level! Larina provides the reader with practical steps to achieve one's vision and be an exceptional leader.”

--Carol Gallagher, Ph.D., Managing Partner, Alliance for Excellence, and author of *Going to the Top*

"The #1 obstacle that keeps coaches from helping clients change is simple: Change is hard and staying the same is easy. This book provides the ultimate solution, helping people make any change they desire (no matter how scary or seemingly impossible), and helping coaches achieve unbelievable results with their clients."

--Milana Leshinsky, author of *Coaching Millions*

"*The Confident Leader* is support, strategy, and an implementation plan all wrapped into one book. Larina focuses on what I know to be one of the most important aspects of running a profitable business: our ability to become exceptional leaders. *The Confident Leader* will teach you how to lead your customers to solutions, lead your employees or contractors to passionate work, and lead your industries to excellence."

--Sheri McConnell, President and Founder of the Association of Web Entrepreneurs and the National Association of Women Writers

"Confidence is an outcome. It is also the dividend you'll earn by reading this impressive book. *The Confident Leader* provides a step-by-step roadmap for helping you face fear, embrace discomfort, and pursue demanding challenges. If your aim is to enlarge your leadership influence, actualize your professional potential, and yield astonishing results--without getting an ulcer!--this book is for you."

--Bill Treasurer, CEO, Giant Leap Consulting, and author of *Courage Goes to Work*

"True leadership entails the ability to motivate yourself and others toward a common goal. As a leader it takes strength, wisdom, and a vision to forge new territory and keep moving forward. Dr. Kase's book is a powerful guide to help you stay the course and ensure that each day moves you toward your vision."

--Nicholas DeBenedictis, CEO, Aqua America, Inc.

"I've seen plenty of people both fail and succeed. The difference between the two is leadership ability. This book is a must-read for anyone desiring success in any area of life, business or otherwise."

--Frank Rumbauskas, *New York Times* bestselling author of *Selling Sucks*

About the Author

Larina Kase, Psy.D., MBA, is a business psychologist and the founder of Performance & Success Coaching LLC, an international business consultancy. She recently served on clinical faculty at the world-renowned Center for the Treatment and Study of Anxiety of the University of Pennsylvania and is the co-author of the bestselling *The Confident Speaker*.

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Virgie Tauber:

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Beverly McClendon:

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David Furtado:

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