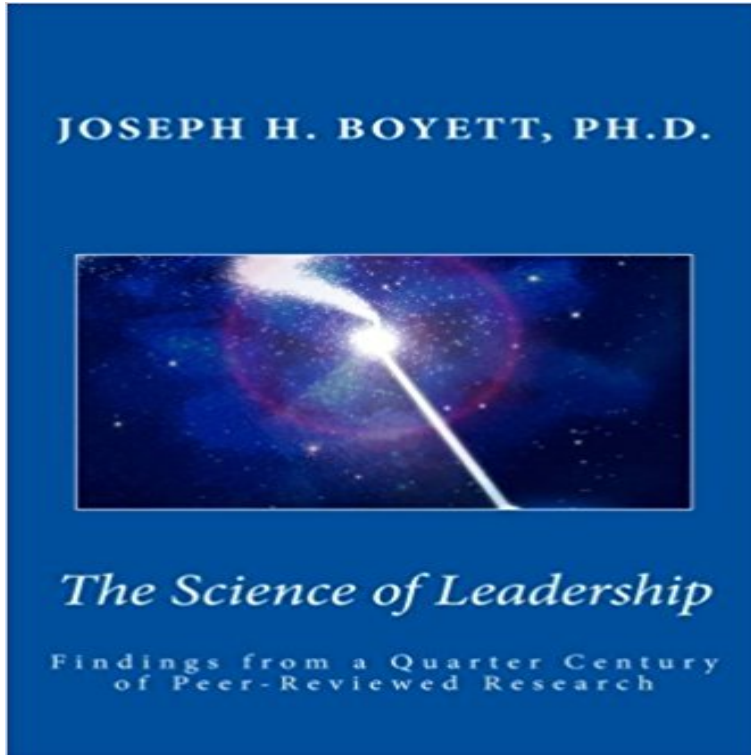


Science of Leadership: Findings from a Quarter Century of Peer-Reviewed Research



Drawing upon the results of over 2,000 leadership studies conducted by the worlds top social scientists over the last 25 years, Dr. Boyett reveals what science can tell us about who aspires to leadership and how they gain power and influence over their followers. You will learn: The five behaviors social scientists tell us are essential for gaining power and influence. You will attract and retain passionately dedicated followers if you perform these five things well. These are universal prescriptions for leadership success in just about any setting or culture. How to employ emotions to secure power. How to act like a charismatic authority figure even if you are not one. How you can build a network of obligations you can tap for follower loyalty, support and return favors. Four powerful tools for acquiring and maintaining follower commitment to yourself and your vision. How you can use the power of social proof to convince followers to adopt your ideas. How you can develop a vision and why almost any vision you develop will do as long as you can express it well and connect it to follower aspirations. How to do that. Fourteen tools of rhetoric you can employ to sell your vision to followers. Why leadership is a game of language and how you can use that knowledge to convince people to follow you. Why image is important and how to act like a leader. Why the leadership relationship you develop with your immediate staff is different from that you can develop with followers that are more distant and how to use that knowledge to your advantage. How to take advantage of a crisis to emerge as a charismatic leader. How understanding your motivation to lead can tell you much about your possible strengths and weaknesses as a leader. Why your success as a leader depends as much on your confidence in leading as it does on your leadership abilities. Why the very

needs, desires and qualities that cause you to aspire to lead can be your downfall and what you can do to avoid the mistakes many leaders make that cause them to ultimately fail as leaders. Why most leadership training programs will not teach you how to lead and how you can really learn to master the skills of leadership. Dr. Boyett provides an instruction manual for how anyone can gain power, influence and attract a passionately dedicated following for whatever purposes they intend, good or bad. Dr. Boyett's leadership advice is not intuitive. It is not speculative. It is not even nice all of the time. It is just fact based upon the best available research. What constitutes leadership across cultures and generations? Which leadership principles are grounded in political science, sociology, psychology, and even biology? Which principles emerge not from personal experience, anecdotal events, or consultant speculation, but from solid research? This book is for you if you want to learn the true secrets concerning how to become a powerful business leader, political leader, leader in your school, church or club, or just how to gain greater power and influence over others. Dr. Boyett outlines in clear and concise terms the true Science of Leadership.

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