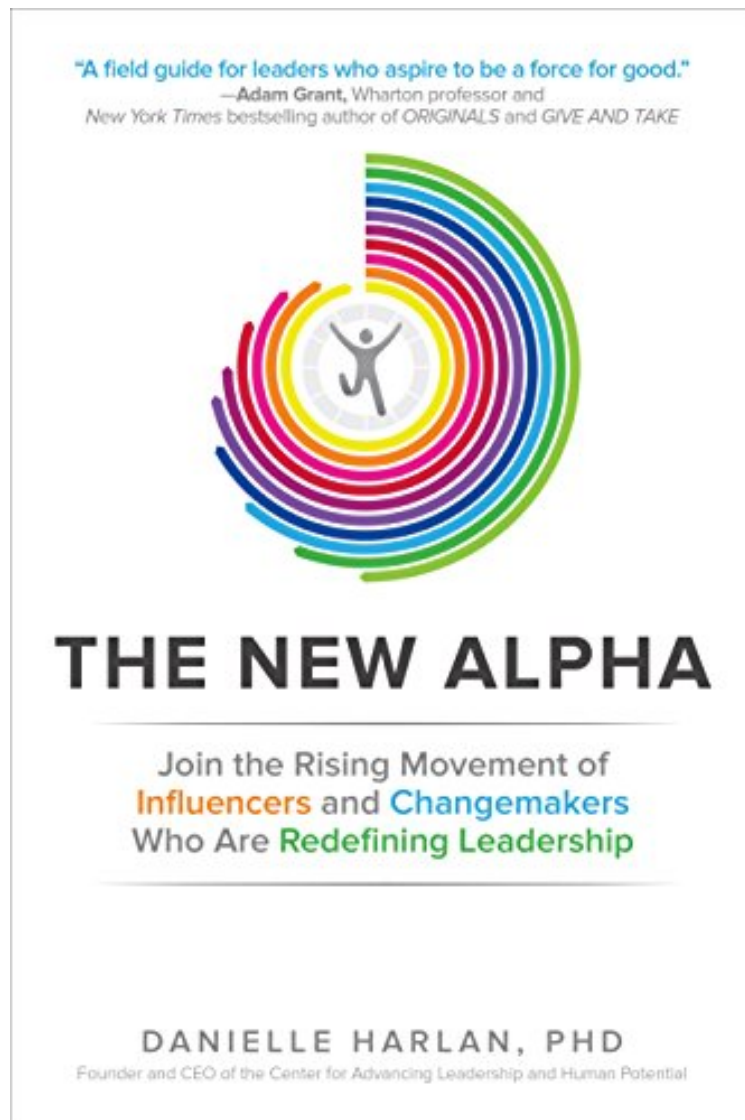


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The New Alpha: Join the Rising Movement of Influencers and Changemakers Who are Redefining Leadership (Business Books)

Danielle Harlan

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Danielle Harlan : The New Alpha: Join the Rising Movement of Influencers and Changemakers Who are Redefining Leadership (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Alpha: Join the Rising Movement of Influencers and Changemakers Who are Redefining Leadership (Business Books):

4 of 4 people found the following review helpful. An outstanding leadership and personal management book!By

ZZThe New Alpha really stands out from other leadership and personal / interpersonal management books in a few ways. First, it takes a comprehensive approach, starting from the basics of personal management but biasing toward action, and continuing to bring you back to the fundamentals even as you drive further and further toward execution of very specific goals. Second, it doesn't just tell you what to do - it provides space for you to do the suggested tasks right there in the book itself. Third, a lot of the information is grounded in both research and real-world experience. I think this book is something people should read, then re-read, then re-read again, periodically, as they progress through their careers. Those things you need reminding of, to sustain your career and take on tough decisions while keeping yourself grounded in reality, are covered thoroughly in this book. The New Alpha also strongly encourages a positive leadership approach that significantly improves team dynamics and productivity, unlike the more adversarial traditional management methods.4 of 4 people found the following review helpful. Enjoyable, impactful, and action-oriented. Great book.By AndrewI got my copy in the mail today and immediately dug into it. I had seen Danielle speak previously so I knew how good this book could be. However, as I read it I realized that it was even better than seeing her live. It is totally action oriented and literally guides you through a process that will make you a more effective person. I found the mental activities to be enjoyable and thought-provoking. Ultimately, for a book with so much good information, it's super readable and will be a resource I turn to in life.3 of 3 people found the following review helpful. Excellent Tool for Self-DevelopmentBy CMOBesides being an interesting read, the New Alpha is a fantastic tool for identifying your personal strengths and weaknesses, evaluating or reevaluating your priorities (not just in your career, but in life), and setting realistic, specific, achievable goals. It is also a good resource when you need that motivational kick now and then--it actually pushed me to forge ahead with a few ideas that have been lingering in the dusty corners of my brain for awhile. I highly recommend The New Alpha for current and aspiring leaders in all walks of life.

Say goodbye to the old model of leadership.SAY HELLO TO THE NEW ALPHAS. If you want to make an impact;in your work, your life, and the world at large;it's time to scrap the traditional thinking about leadership. The game is changing. Power is shifting. And a brave new movement of leaders are redefining success, rewriting the rules, and revolutionizing leadership for the modern world. Meet the New Alphashellip; NEW ALPHAS STRIVE TO BE SUCCESSFUL.But their definition of success goes beyond personal achievement. NEW ALPHAS VALUE PERSONAL FULFILLMENT.But they also want to be a force for good in the world. NEW ALPHAS MOTIVATE AND INSPIRE.They use their power and influence to improve the lives of others. NEW ALPHAS TRANSFORM ORGANIZATIONS.They spark ideas, generate excitement, and make things happen. If this sounds like the kind of leader you'd like to be, then this book is the roadmap you've been waiting for. The New Alpha offers a complete, holistic, interactive program that is designed to help you find meaning and fulfillment in your life while increasing your competency as a leader. It provides a step-by-step, developmental framework for setting goals, building relationships, and using your power and influence to incite positive change. It's data-driven, customizable, and refreshingly candid about what it takes to be an exceptional leader in a rapidly changing global economy. The old Alpha is dead. Long live The New Alpha. This step-by-step guide to New Alpha leadership includes:

- Self-assessments that will help you to customize the program to meet your personal needs
- Short- and long-term planning templates, including sample daily plans
- A personalized tracking system, including weekly check-in templates, that will allow you to monitor and increase your progress over time
- Advice for dealing with difficult people and for reaching out to potential mentors and sponsors who will support and encourage you along the way
- Tips, tricks, and tools for being an engaging, inspiring, and supportive leader;who also gets results
- Other essential resources that that will help you to be exceptional and maximize your impact

From the Back Cover: "A field guide for leaders who aspire to be a force for good. It's full of hands-on tools, skill-building exercises, self-assessments, and progress trackers that you can use immediately."-Adam Grant, Wharton professor and New York Times bestselling author of ORIGINALS and GIVE AND TAKE "The traditional 'Alphas' concept of leadership is so yesterday, and no one knows that better than Danielle Harlan, purveyor of the brilliant 'New Alphas' paradigm. To read Harlan is to take the hand of a wise and friendly coach who believes in you and wants to help you get wherever it is you want to go. Readers emerge knowing how to cultivate the essential habits that will transform us as humans and as leaders, and we're eager to get started NOW. Transcending gender, race, and generation, The New Alpha paradigm is a must-read for anyone who longs to unlock their potential and make a significant difference in our world."-Julie Lythcott-Haims, Author, New York Times bestseller How to Raise an Adult "The New Alpha provides an invaluable road map for those aspiring to be the leaders our society desperately needs - people who strive to be their best selves and to lead with and through others in pursuit of improving our collective welfare." -Wendy Kopp, Founder, Teach For America and CEO Co-founder, Teach For All "My former college classmate, Danielle Harlan, takes a fascinating deep dive into what motivates today's leaders. It's not just about the skills, energy and drive to excel, but also a genuine desire to cultivate the best in those they lead to move toward a greater good, a better world. This is an

engaging, inspirational read.”—Congressman Eric Swalwell
“The New Alpha is more contemporary and more innovative than any other leadership book I’ve read. I envision companies scrapping their tired, marginally effective leader development workshops and instead using The New Alpha to engage and develop their high potentials.”—Tom Kolditz, PhD, Executive Director, Ann and John Doerr Institute for New Leaders; Brigadier General, US Army (ret); and Founding Director, West Point Leadership Center
“The New Alpha is fierce! This is not one of your run-of-the-mill aspirational, feel-good, lofty books about leadership. It’s a gritty journey through personal reflection and introspection that pushes you out of your comfort zone and propels you into a space where you can transform and redefine parts of yourself to become the whole leader and change agent you want to be in every facet of your life and as far- and wide-reaching as you can imagine. If you want to be good, do good, and effect real change in today’s world, The New Alpha is a must read!”—Jamila M. Hall, Partner, Jones Day, Leadership Atlanta, Class of 2017
“Wow! You get your money’s worth with Harlan really, more like three books combined into one. The focus on personal excellence would have been more than sufficient, but then Harlan gives this context in terms of making a difference (personal leadership), and then application for more effective team/organizational leadership. Indeed, Harlan understands that, as the airlines instruct, when something unexpected happens you have to put the oxygen mask on yourself before you can help others. If you want to make a difference in your organization, and be an exemplary leader, you have to start with becoming the best you can be.”—Barry Z. Posner, PhD, Accolti Professor of Leadership, Santa Clara University and co-author of The Leadership Challenge and Learning Leadership
“I loved every page of The New Alpha. The writing is clear and immediate, and the ideas are so applicable to the real daily issues of leading. More than a book, this program offers Do Nows, interactive activities, journal exercises, self-assessments, and mini-assignments that will make concepts come alive and help you to integrate all the valuable ideas into your real life. Halfway through the book I had already changed two habits! A great guide for being the best leader you can be in work, with family, with friends, and in life.”—Jesse Sage Noonan, EdD, Chief Academic Officer for the Youth Policy Institute
“This is as much a book about who the New Alphas are as it is a guidebook for how to embody this approach to leadership. Harlan weaves definitions, descriptions and stories together to help you understand New Alphas’ distinctions, and then helps you discover where you are in the spectrum. She also provides you with incredibly diverse, real-life, and creative strategies for developing your self-assessed areas for growth on each of The New Alpha leadership competencies. I particularly like her ideas for maintaining your circle of support and practicing gratitude, as they apply specifically to my life. Expect these and other life-altering nuggets as you read and work your way through the program.”—Andy Petranek, Coach, Entrepreneur, Founder co-CEO Whole Life Challenges
“From real-life examples, to templates and accountability trackers, The New Alpha delivers: this is not just a book but a guide to living a life of meaning and impact. Harlan’s direct and practical approach is sprinkled with humility, reflection and humor. She makes New Alpha leadership approachable and attainable for all.”—Ahna Smith, government and nonprofit executive
“Compelling, inspirational and motivational! The New Alpha provides data, stories and techniques to tap into your strengths and create a lifelong plan for your personal growth and leadership development. A must read for all who strive to be the best they can be!”—Kim Meredith, Executive Director, Stanford Center for Philanthropy and Civil Society
“Redefining success requires a practical framework, built on data-driven insights and a holistic view of your life. Harlan delivers an enduring new leadership model for the Future of Work.”—Sally Thornton, CEO Founder of Forshay and TEDx speaker
“The New Alpha forges a path for anyone aspiring to a vision of success that goes beyond the next rung of the ladder in your industry. Danielle Harlan paints a picture of leadership grounded in impact, fulfillment and self-actualization—a breath of fresh air in the business literature. It’s rare that a book so deftly provides actionable insights while not promising superficial quick fixes. There’s no way you’ll come away from this book without being a more focused, purposeful, authentic, and self-possessed leader.”—Rob Strain, Partner at Transcend Education
“Danielle Harlan is cheering you on to be the best leader you can be. In this book she guides you with a steady hand, clear mind and a moral compass.”—Heather Kirkpatrick, PhD, President and CEO of Aspire University and former Chief People Office for Aspire Public Schools
“Want to take your life and leadership to the next level—but not sure where to begin? A far cry from the typical leadership book, The New Alpha is filled with inspiring stories and actionable advice that will help you to define your purpose, formulate a plan, and maximize your impact.”—Anne Loehr, Author of A Manager’s Guide to Coaching and Managing the Unmanageable, named the Generational Guru by The Washington Post
“At last, a leadership book that recognizes that for one to be outstanding in their craft, balance and one’s unique voice sets the foundation. For all, the return on time investment by reading The New Alpha will be exponential.”—Catherine M. Casserly, PhD, Catalyst for Openness, Leadership and Innovation in Education; Former CEO of Creative Commons; and Aspen Institute Fellow
About the Author
Danielle Harlan, PhD, is the Founder CEO of the Center for Advancing Leadership and Human Potential, an organization devoted to helping individuals, organizations, and institutions be exceptional and maximize their impact. Named one of Silicon Valley’s 40 Under 40, Danielle completed her doctorate at Stanford University and

has taught courses at the Stanford Graduate School of Business and U.C. Berkeley Extension's Corporate and Professional Development Program. She's also a TEDx speaker and has been featured in Fast Company, Forbes, and Women's Health. Harlan also operates a popular blog on leadership (www.leadershipandhumanpotential.com/blog).