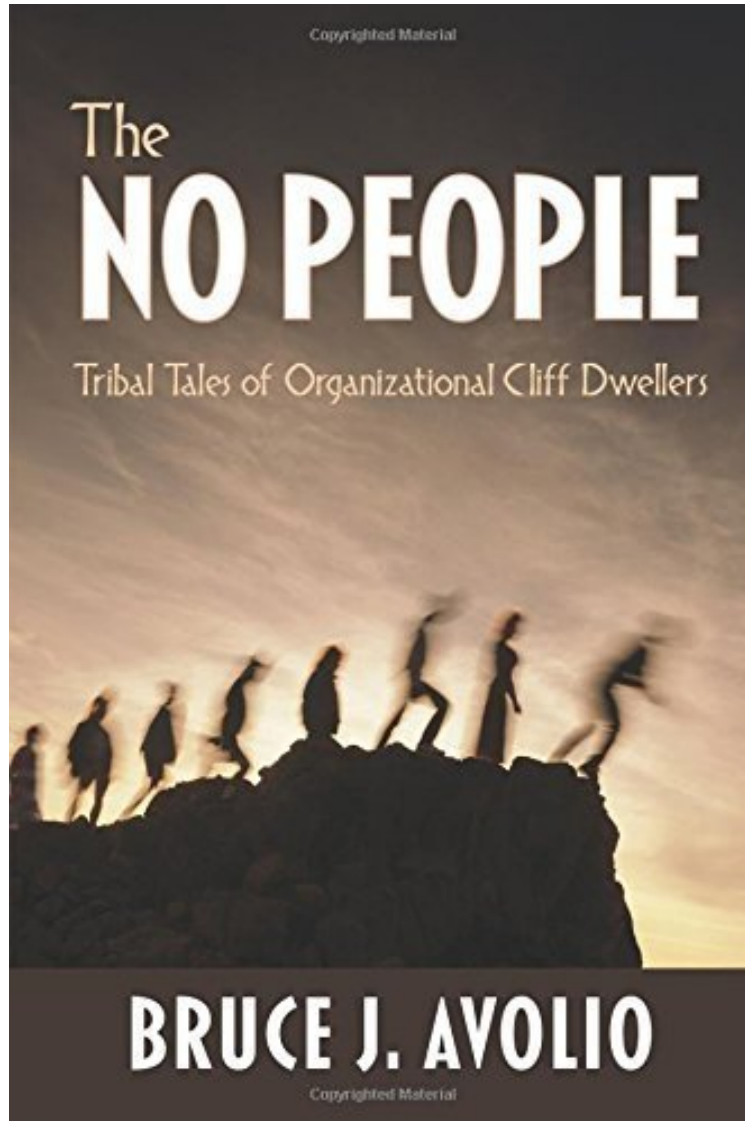


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The No People

Bruce J. Avolio

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Bruce J. Avolio : The No People before purchasing it in order to gage whether or not it would be worth my time, and all praised The No People:

This book focuses on capturing one of the most important elements in successful leadership - giving followers a voice and motivating them to use that voice to help the leader be successful. The book is based on taking real stories of effective versus ineffective leaders from around the world, and sharing the lessons learned that facilitate or detract

from followers helping leaders to be at their very best. Every leader comes to a cliff, so the author asks the fundamental question, which ones have followers that grab them to pull them back from the abyss, and which ones have followers that give them a nudge towards the abyss? This book threads many of the core concepts associated with the science and practice of leadership, such as authenticity, ownership and innovation, into the stories that help explain how leaders can create the conditions for followers to take ownership in ways that facilitate effective innovation and performance. The stories were purposely chosen for inclusion that would be the ones that readers would most likely identify with and apply to their own development. Moreover, the stories are framed by concepts and constructs in the field of leadership that have been well studied. This is the type of book, that one would expect managers to buy 20 copies for all of their followers to read and then perhaps discuss why the leader wants more "No People" in his or her unit. The book was written to be highly accessible to a very wide range of audiences from teachers to trainers to top management teams. Ideally, keeping the length short, easy to read, and reasonably priced for high volume sales, will offer this book its best chance of success in the global market.

About the Author
Bruce J. Avolio
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Dr. Avolio has an international reputation as a researcher and practitioner in leadership. He has consulted with public and private organizations in North and South America, Africa, Europe, and Southeast Asia, as well as in Australia, New Zealand, Saudi Arabia and Israel. His research and consulting includes work with the militaries of the United States of America, Singapore, Sweden, Finland, Israel, and South Africa. Dr. Avolio is a fellow of the Academy of Management, American Psychological Society, American Psychological Association and the Gerontological Society. He is the former President of the Society for Human Resource Management Foundation and the Organizational Behavior Division of the Academy of Management. Dr. Avolio has published 10 books and over a 125 articles on leadership and related areas. His books include "Transformational and Charismatic Leadership: The Road Ahead" (Elsevier Science, 2002), "Full Leadership Development: Building the Vital Forces in Organizations" (Sage Publications, 1999), and "Developing Potential Across a Full Range of Leadership: Cases on Transactional and Transformational Leadership" (Lawrence Erlbaum Associates, 2000). His newest books are "Leadership Development in Balance: Made/Born" (Lawrence Erlbaum Associates, February 2005), "The High Impact Leader: Moments Matter in Authentic Leadership Development" (McGraw-Hill 2006) and "Psychological capital: Developing the human competitive edge (Oxford Press, 2007) "with Fred Luthans and Carolyn Youssef." Dr. Avolio has worked with government agencies on national leadership development projects, and with governments at the state and local level. His current projects include: Working with public healthcare leaders to design a leadership institute for healthcare providers and educators. Working on a 4 year project with the U.S. Veterans Administration on strategic leadership development and ownership. Current projects include a 300k contract with the U.S. Military Academy at West Point to investigate ethical leadership development; a 730k contract to conduct a longitudinal investigation of leadership development with military officers, and a 186k contract with the VA to examine how taking ownership and developing leadership produce better healthcare results. Dr. Avolio's latest interest and presentations focus on the following: "How do we accelerate authentic leadership development for maximum impact on performance?" "How do we use the positive psychological capacities of leaders to accelerate change?" "How do we show decision makers the return on development investment in leadership?" "How can we develop leaders and leadership to effectively operate in extreme contexts? "