



**Lead Your Boss:
What That Means and Why It Matters**

Meet Our Guest



John Baldoni is an recognized leadership consultant, in-demand speaker, and author of numerous books, including “Lead Your Boss”, “Lead by Example” and “Great Communications Secrets of Great Leaders”. He writes the “Leadership at Work” column for Harvard Business Publishing (Bloomberg.com syncation).

John’s articles on leadership have appeared in *BusinessWeek.com* and *FastCompany.com*, and he has been featured or quoted in publications such as the *New York Times*, *USA Today*, and *Investor’s Business Daily*.

Your Hosts

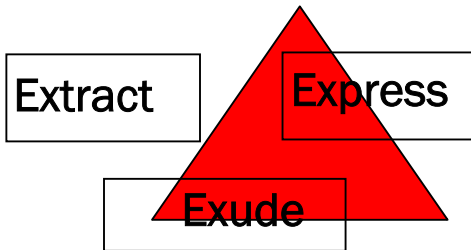


**William
Arruda**



**Susan
Guarneri**

Where this fits in the 1-2-3 Success! Personal Branding Process



This teleseminar applies to the **Express** and **Exude** phases of the personal branding process.

Agenda / Topics for Today’s Interview

1. What are some tips about thinking strategically to be more innovative as a leader?
2. How can a person cultivate honest feedback and accept it to grow and learn?



- 3. What are the 3Cs of working together in a mutually beneficial way?
- 4. What can a person do to overcome obstacles and persuade others to listen?
- 5. What is the method to challenge assumptions without challenging an individual?
- 6. How can a person break down resistance to change?
- 8. Why is it important to increase resiliency? How can a person turn setbacks into comebacks?

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**LINKS:**

For more information about John Baldoni, go to: <http://www.johnbaldoni.com>

Lead Your Boss (YouTube video) [http://www.youtube.com/watch?v=L6nqMk\\_HpYk](http://www.youtube.com/watch?v=L6nqMk_HpYk)

Lead Your Boss (and Following Your Subordinates) - Harvard Business Ideacast  
<http://blogs.harvardbusiness.org/ideacast/2009/10/leading-your-boss-and-followin.html>

How to Lead Your Boss (podcast for American Management Association)  
<http://www.amanet.org/training/podcasts/7273.aspx>

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Reach Personal Branding: <http://www.reachpersonalbranding.com>