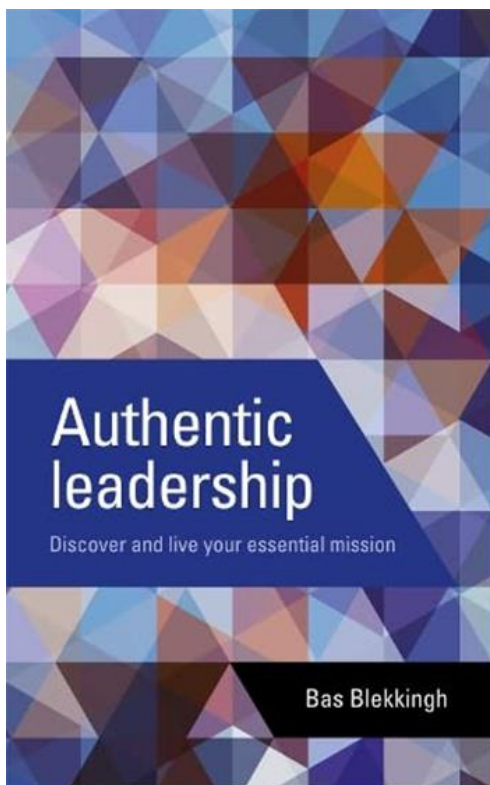


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Bas Blekkingh - Authentic Leadership

2nd Edition — Discover and Live Your Essential Mission

LEADERSHIP | PERSONAL DEVELOPMENT



In *Authentic Leadership* Bas Blekkingh reveals how you can create more, do more, inspire more, and achieve more, both at work and in your life beyond your job. He demonstrates that leading is about more than merely managing others and argues that effective leadership comes not from learning a selection of influencing tricks and management techniques but from fully understanding yourself, your needs, and what motivates you.

Blekkingh invites you to journey through his field-tested seven-layered model in order to discover your mission in life. Each layer digs deeper into what drives you until at the heart of the model you come face to face with your authentic self. By using the model you will unlock your purpose and gain the insight to inspire your team or organisation. You will learn:

- How individuals, teams and organisations can gain job satisfaction, confidence and success

through *Authentic Leadership*:

- That ego is not a bad thing – understanding your own can enhance your authenticity;
- How to deal with the extreme ego behaviors of others;
- How by defining your personal mission you can also define the mission of your team or organisation.

Authentic Leadership is an inspirational, sometimes challenging book that will enable you to create an environment where achievement and fulfilment positively reinforce each other, whether you are a manager, coach, consultant, professional or teacher.

This is a sometimes confrontational book that will inspire leaders, coaches, consultants, and professors to create an environment in which achievements and luck create a positive synergy. The assignments and cases in this book help you inspire others and make yourself happier as an Authentic Leader. *Authentic Leadership* has become a valued reference book for management and coaching courses.

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- Over 50,000 copies sold
- Full English translation available
- English edition published by Infinite Ideas
- Dutch edition published by Boom Publishers Amsterdam



ABOUT THE AUTHOR

Bas Blekkingh has worked with hundreds of leaders after he finished working in the Royal Dutch Army. He has researched what impact a leader has on the environment and what works and does not work to make such an impact. While teaching at Nyenrode University, he had the chance to develop his philosophy further and share this with the world.

RECOMMENDATIONS

“I enjoyed the well thought out and clear writing of *Authentic Leadership*!”—**José Otte**

“This book has encouraged me to adopt authentic and reliable behavior. This has changed my life for the good so I am very grateful to Bas Blekkingh for writing it.”—**Paul van der Priem**

“This multimedia edition is a true recommendation for people who really want to discover what their motivation exactly is and what actions they can undertake to make that motivation the driving force for their behavior.”—**Jeroen Steggink**

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