



How to Be Exceptional: Drive Leadership Success By Magnifying Your Strengths

John Zenger, Joseph Folkman, Jr., Robert H. Sherwin, Barbara Steel

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One of *The Globe & Mail's* Top 10 Business books of the Year!

Rethink Everything You Know About Leadership Strengths

"A must-read for anyone wanting to positively stand out in an organization or for leaders wanting to raise the overall performance of the organization." -- Cindy Brinkley, Vice President, Global Human Resources, General Motors

"Zenger Folkman's findings related to companion behaviors is exciting. It enhances what's been presented in prior books and makes extraordinary leadership seem like an achievable goal. I would recommend this book to anyone committed to the journey." -- Pam Mabry, Director, Human Resources, The Boeing Company

"The authors take the groundbreaking concept of driving leadership effectiveness by building our strengths to a whole new level of practical implementation, providing us with a brilliantly clear road map. I have found this body of work to be absolutely invaluable . . . I cannot imagine a person in a leadership role today who would not find value from reading this book cover to cover." -- Loren M. Starr, Senior Managing Director and Chief Financial Officer, Invesco Ltd.

***How to Be Exceptional** is a milestone in the emerging business case for evidence-based management. Building on two decades of earlier research, the authors brilliantly lay out a simple, concrete, scientifically validated model for achieving consistently superior business results through leadership. . . . Its magic is its simplicity, pragmatism, and focus." -- Eric Severson, Senior Vice President, Talent, Gap Inc.*

***"How to Be Exceptional"** is the best book on professional development I have read in decades. It reinforces the emerging wisdom that the path to greatness is really about building profound strengths, rather than through relentlessly focusing on one's weaknesses. This is a great road map for any leader seeking to optimize their growth and impact." -- Michael A. Peel, Yale University, Vice President, Human Resources and Administration*

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