



## Thank you for serving as a Leader ...

There are two things that matter most to me: (a) people getting on with each other and (b) taking responsibility for their attitudes and actions. If you get these first two things right, the outcome is different. People grow, the company prospers and families are healthier.

When you have the courage to step out in front, are you ready to stand for what you believe in and lead like you mean it?

### It's How YOU Speak

Compelling leaders like you have a shared language that sets them apart. You captivate and mobilise the team behind the vision. Your words inspire and cut through age differences, gender, culture, qualifications, backgrounds and pay packets.

### YOU Care Enough to Confront

Your workplaces and communities flourish into the future because you are real with each other. You expect people to honour their word, know their job, agree with the company values, own their mistakes and have each other's back.

### YOU Are Preparing for the Future

Innovative leaders embrace systems, practices and processes, creating a framework of operations that reassures the introvert and liberates the extrovert!

It's Leadership done differently. It is time for you to hit the #shift key to truly connect, communicate and get the job done.

If you want it to work, sometimes you've just got to spell it out... Let's continue the conversation. I'm cheering you on!

**Tarran Deane** AFAIM

## “The Alphabet Principle: Your A-Z Guide to Being a *Compelling* Leader”

- A. 26 short chapters from A-Z to help you bridge the gap from theory to execution and real life@work.
- B. 26 easy reference checklists that will help you clear your mind and focus on what matters
- C. More than 72 footnotes and web links for easy follow-up reference for when you are so sucked in by the great content!
- D. VIP Facebook “BookClub: The Alphabet Principle” for all purchasers to mingle with contributors and the #thealphabetprinciplebook Community
- E. **PLUS** you also receive access to the 52 week companion virtual program
- F. You can even have a little fun along the way!

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*Think Right. Act Smart. Lead Well. Live Life!*