

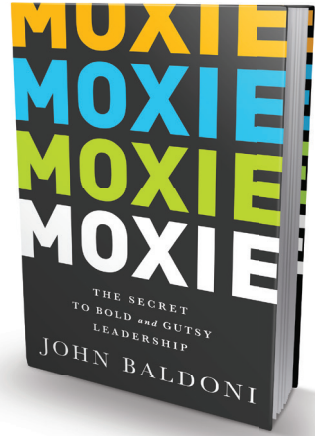
# MOXIE

The Secret to Bold and Gutsy Leadership

by John Baldoni

Leaders today need to be mindful of their circumstances as well as mindful of their own strengths and shortcomings. They need to have the disposition to succeed as well as the inner resourcefulness to persevere. Leaders must be willing to do things differently but also draw on tried and true traits, such as courage and gumption.

Moxie is a concept that the modern leader is wise to adopt—one part courage, one part can-do spirit, and one part recognition. In *Moxie: The Secret to Bold and Gutsy Leadership*, author John Baldoni uses concrete, tried-and-true steps to bring out the inner leader in everyone. For management and employees alike, Moxie provides a roadmap to inspire innovation and effective leadership. Whether you're already at the helm of your organization or still looking for a way up the ladder, *Moxie* is the leadership tool you can't do without. Built on the MOXIE framework, leaders learn how Motivation, Opportunity, an "X" factor, Innovation, and Engagement work together for success.



JOHN BALDONI is chair of the leadership development practice N2growth, a global leadership consultancy. John is an internationally recognized leadership educator, executive coach and speaks throughout North America and Europe. John is the author of a dozen books, including *Lead with Purpose*, *Lead Your Boss*, and *The Leader's Pocket Guide*. In 2014 Trust Across America named him to its list of top 100 most trustworthy business experts. Also in 2014, Global Gurus ranked John No. 11 on its list of global leadership experts. John has authored more than 500 leadership columns for a variety of online publications including *Forbes*, *Harvard Business Review*, and *Bloomberg BusinessWeek*. His leadership resource website is [www.johnbaldoni.com](http://www.johnbaldoni.com).

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