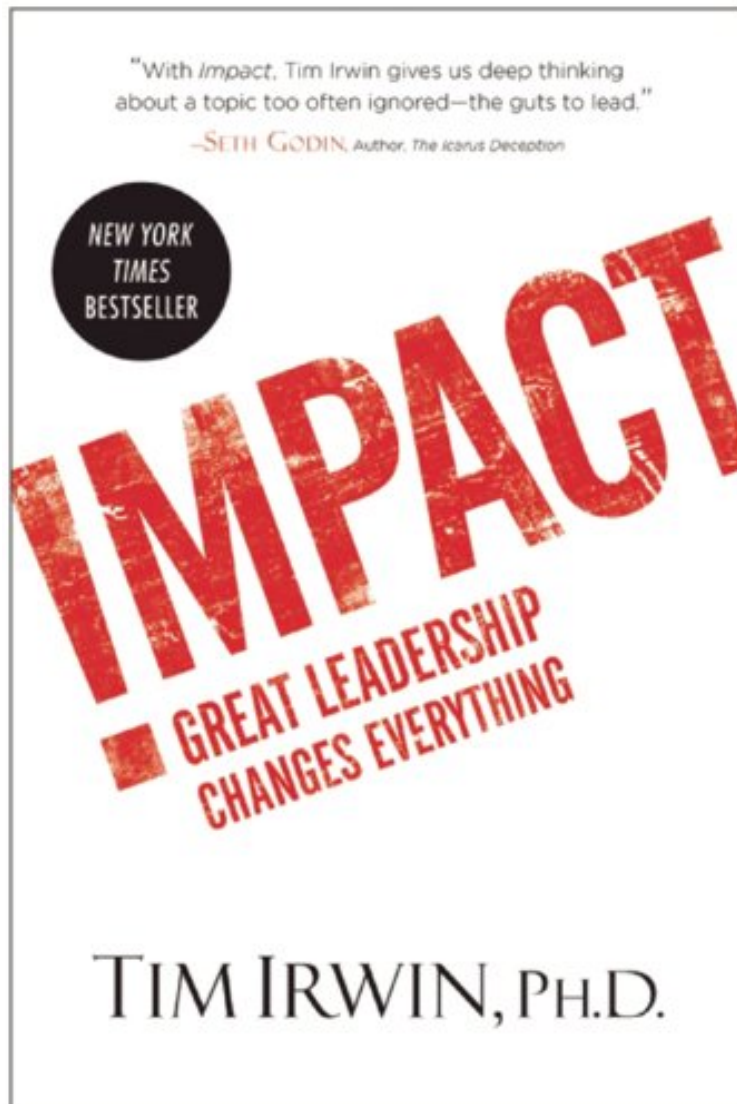


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## Impact: Great Leadership Changes Everything

Tim Irwin

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**Tim Irwin : Impact: Great Leadership Changes Everything** before purchasing it in order to gage whether or not it would be worth my time, and all praised Impact: Great Leadership Changes Everything:

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New York Times bestseller For more than 25 years, organizational psychologist and management consultant Dr. Tim Irwin has worked with thousands of leaders in well-known global companies. He knows most leaders work for recognition and advancement and they want more challenge and responsibility. He's also found this to be true: Most of us want to make a positive difference through our work and to have our lives count for something more than simply making a living. We want to make an impact. Yet when we look around our organizations, we don't see many leaders who have real impact. We see them just managing the daily rat race. Somewhere along the line, many began working for money instead of for meaning, for status instead of for a lasting legacy. In *Impact*, Irwin identifies the principles and beliefs that lead to great leadership—ways in which you can grow and thrive and be trusted by others. Learn how to be the kind of leader that motivates others in meaningful work and great accomplishments and what you can do to stay on track so you avoid a path of personal destruction so many leaders go down today. Accessible, humorous, and engaging, Irwin's latest book shows you how to live the vision you began your career with and then finish strong for a lasting impact, the hope of every great leader.

“With *Impact*, Tim Irwin gives us deep thinking about a topic too often ignored—the guts to lead. We each have the ability, if we choose to take the leap.”—Seth Godin, author of *The Icarus Deception* An excellent read that focuses us on the core values and foundational issues needed to sustain a leader in today's difficult business environment. *Impact* will cause you to think critically about who you are and what you're trying to accomplish.”—Michael L. Ducker, CEO and President, FedEx International “Dr. Tim Irwin's new book, *Impact*, demonstrates how great leadership can make the difference between success and failure, and play an important role in improving the lives of others. Tim's book is a wonderful ‘how to’ for any individual looking to take on this leadership task.”—Robert A. McDonald, Chairman, President, and CEO (ret), The Procter Gamble Company “Tim Irwin provides thoughtful, practical, and meaningful ways for leaders to avoid the pitfalls of power and pride that too often bring down a leader. I recommend it to everyone, but especially to those leaders on the rise in their career.”—Dave Ridley, Senior Vice President, Southwest Airlines “In *Impact*, author Tim Irwin digs deeply into the inner core of leaders to discover what enables them to succeed and why many derail. If you heed Tim's counsel, you will become a better leader.”—Bill George, Professor, Harvard Business School and author of *True North* “Dr. Tim Irwin gives us the keys to having an impact and sustaining great leadership.”—Horst Schulze, CEO and Chairman, Capella Hotel Group (Formerly, Founding president and COO of Ritz-Carlton Hotels) “Tim Irwin's new book, *Impact*, hits on the key issue of our time, the crisis of leadership. Principled leadership from the ‘core,’ as Tim puts it, will be critical to putting our leaders and business ethics back on track.”—Kevin Race, President and COO, Mortgage Banking, J.P. Morgan Chase “Dr. Tim Irwin challenges us to take a deep dive and understand what truly makes us tick as leaders. He follows this with practical suggestions that I for one implemented immediately, with visible results!”—Diana Derycz-Kessler, CEO, The Los Angeles Film School “This book gets to the heart of what makes some leaders great and why others become catastrophic failures. I rarely find a book that I recommend to everyone I know—*Impact* is one of those.”—Wayne Huizenga, President, Huizenga Holdings “Tim Irwin has written a very thoughtful and insightful book with great advice and counsel for every person leading or desiring the opportunity. I wish that it had been available to me early in my career as a leader.”—David M. Ratcliffe, Chairman, President and Chief Executive Officer of Southern Company (ret) “In his latest book on leadership, Tim vividly demonstrates why we want so much more from our leaders than simply running a successful team or organization. If you aspire to be the kind of authentic, courageous, humble leader that people want to follow, you will find Tim's stories and insights to be most relevant.”—Bonnie P. Wurzbacher, SVP, Global Customer Channel Leadership, The Coca-Cola Company (ret), Chief Resource Development Officer, World Vision, London, UK “As CrossFit, P90X, or personal trainer-led work out regimens are for disciplined physical fitness enthusiasts, so *Impact* is for disciplined intellectual and emotional leadership enthusiasts. Dr. Irwin helps the reader learn practical habits to strengthen and protect their core—their leadership core.”—Thomas K. Sittema, CEO, CNL Financial Group “Every leader is just one decision away from devastating failure. The only guardrail is the preparation leaders do ahead of time to know themselves, to set their principles and to hold themselves accountable. Tim Irwin gives us a template for this soul journey.”—Cheryl Bachelder, CEO, Popeyes Louisiana Kitchen “Dr. Tim Irwin has delivered a book that is practical, easy to read, and offers a high-impact formula for great leadership. The world needs leaders who know what they believe and have the personal integrity and support systems in place to lead from their core.”—Brandon Barnholt, President and CEO, KeHE Distributors “Dr. Irwin contrasts both good and bad leadership in a clear and practical way that provides a true roadmap for anyone interested in strengthening their managerial skills. Leaders in all areas of organizations will find Dr. Irwin's insights both foundational and relevant to navigating through today's career challenges.”—Walter

Rakowich, CEO, Prologis (ret) “When you read Dr. Tim Irwin's latest book, *Impact: Great Leadership Changes Everything*, be ready to take notes and take action, because meaningful self-revelations are on their way.”—Glenn A. Youngkin, CEO, The Carlyle Group “Tim Irwin has a unique way of bringing out the best in leaders. Read *Impact* expecting to come away with new insights that will change how you approach leadership.”—Mac McQuiston, CEO, The CEO Forum