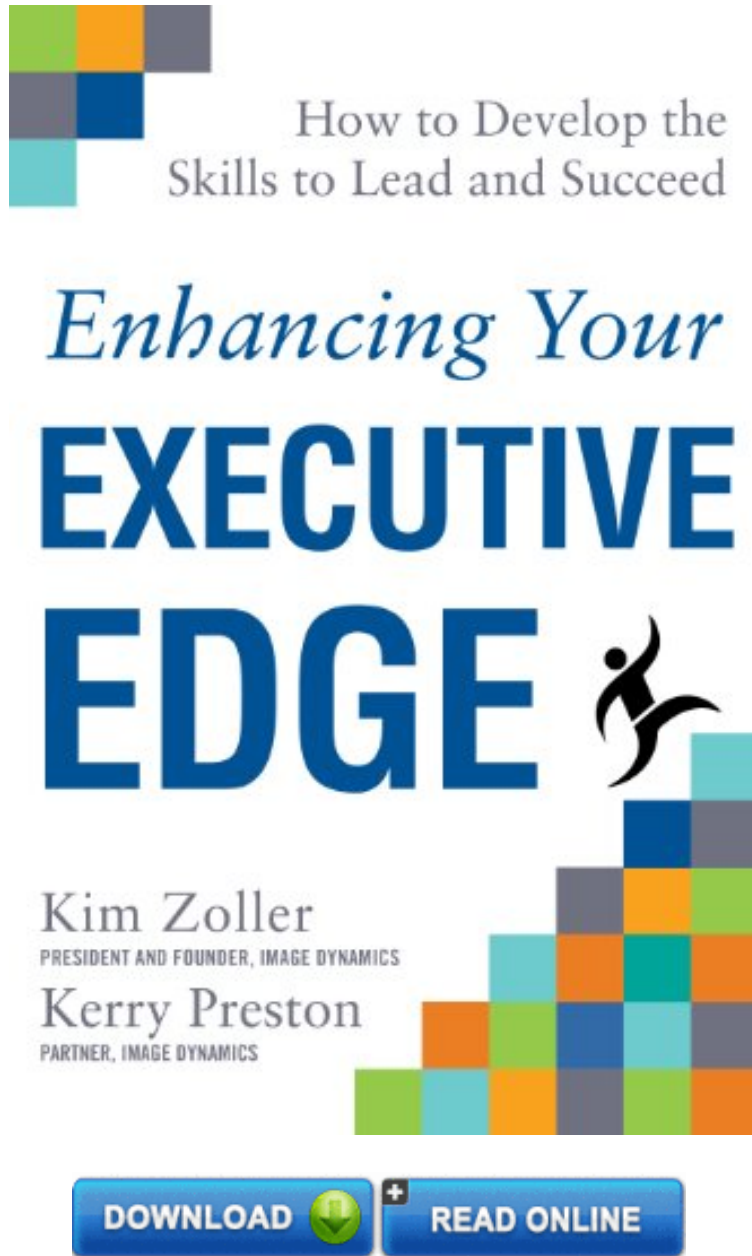


(Free download) Enhancing Your Executive Edge: How to Develop the Skills to Lead and Succeed

# Enhancing Your Executive Edge: How to Develop the Skills to Lead and Succeed

*Kim Zoller, Kerry Preston*

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**Kim Zoller, Kerry Preston : Enhancing Your Executive Edge: How to Develop the Skills to Lead and Succeed** before purchasing it in order to gage whether or not it would be worth my time, and all praised Enhancing Your Executive Edge: How to Develop the Skills to Lead and Succeed:

1 of 2 people found the following review helpful. There were so many good ideas in each chapterBy Jim FrankelThis is a must read for anyone trying to get ahead in the work place.There were so many good ideas in each chapter. Very impressive.JRF3 of 3 people found the following review helpful. Helpful Strategies for Reaching the Top of the

Corporate Ladder By Bill Lampton, Ph.D. [\[VIDEOID:mo1N3ILF4M0JFNB\]](#) This book will appeal to many ambitious professionals who have earned degrees, worked diligently, listened to mentors, and yet have not reached the leadership level they wanted. Commendable though their progress has been, they need "executive edge." The authors note that IQ alone won't take corporate climbers to the top, pointing to Daniel Goleman's report that "IQ correlates by no more than 25 percent, and as low as 4 percent, with work performance." My video review highlights some of the tips and strategies Kim Zoller and Kerry Preston offer on "how to develop the skills to lead and succeed." For a future edition, the authors might consider a different approach to presenting their case histories. Identifying which author each illustration refers to seems unnecessary and a bit distracting. Even so, the book merits close attention from dedicated achievers who want a pragmatic, proven game plan for becoming an outstanding executive. Please note: Even though McGraw-Hill invited me to review this book, that invitation had no impact on how I judged the content. In fact, I would refuse to post a review of any book if the author or publisher expected automatically favorable rating. 1 of 1 people found the following review helpful. Five Stars By Dr. Christine Curtis Very easy to read.

Build your career by design not by accident There is audio or video content present in this Kindle file or a web site referred to by it that cannot be played on Kindle e-ink devices. Why do some people get to the top while others don't; who work just as hard but don't get past middle management? Two words: Executive Edge. Your technical skills may get you the job, but your interpersonal skills and emotional intelligence will get you the promotion. In *Enhancing Your Executive Edge*, Kim Zoller and Kerry Preston provide the specific tools you need to make the jump from middle or upper management to an executive-level position. It's not about being among the standouts in a company. It's about being the standout. Zoller and Preston emphasize the importance of self-awareness in relationships with colleagues, clients, and executives; including first impressions, body language, and strategic communication. *Enhancing Your Executive Edge* will help you hone the following: Self-Management and Social Awareness Personal Branding Communication and Presence Business Protocol Motivation, Perseverance, and Excellence Competence, passion, and hard work open doors. But when you're going for the very top spot, the competition increases exponentially; so you need to differentiate yourself. This book is designed to help you develop that special quality few people possess. Set yourself apart and offer value where the competition doesn't; by enhancing your executive edge. Praise for *Enhancing Your Executive Edge* "With their concrete, hands-on style, Preston and Zoller teach your executives how to become leaders. And with that leadership, your brand will become more established; bigger and bolder. *Enhancing Your Executive Edge* delivers." —Edgar Bronfman Jr., former chairman and CEO of Warner Music "Enhancing Your Executive Edge shows you how to grow professionally. Preston and Zoller offer practical advice for those seeking to raise the bar." —David Hoyt, president of The John Maxwell Co. "A must-read lesson in how to succeed in today's global marketplace." —Radha Arora, president of Rosewood Hotels Resorts "Zoller and Preston have discovered what turns good leaders into great ones. *Enhancing Your Executive Edge* provides a comprehensive framework we can all follow to get there." —JJ Ramberg, host of MSNBC's *Your Business* and cofounder of Goodsearch.com "Kim and Kerry are committed to helping you build your brand and interactions with others. This book offers the path to building your executive edge." —John Roth, vice president of sales, service, and marketing at General Motors "If you're not getting the results you want by focusing only on your technical skills, it is time to give your executive edge a boost. Zoller and Preston take us through strategies to lead successfully." —Ann Adams, director of management development at Mattel, Inc.

About the Author Kim Zoller and Kerry Preston are partners in Image Dynamics, with more than two decades of experience building successful, highly customized coaching training programs for Fortune 500 companies around the world. They work with a broad base of industry leaders to help them get to the top and stay there, with programs that develop exceptional leadership, creative thinking, and a highly effective workforce. Together, they have trained and coached more than 100,000 individuals. Recognized experts in business protocol, branding, leadership development, presentation and communication skills, customer service, and sales training, Kim and Kerry are the authors of *You Did What? The Biggest Mistakes Professionals Make* and *You Said What? The Biggest Communication Mistakes Professionals Make*.