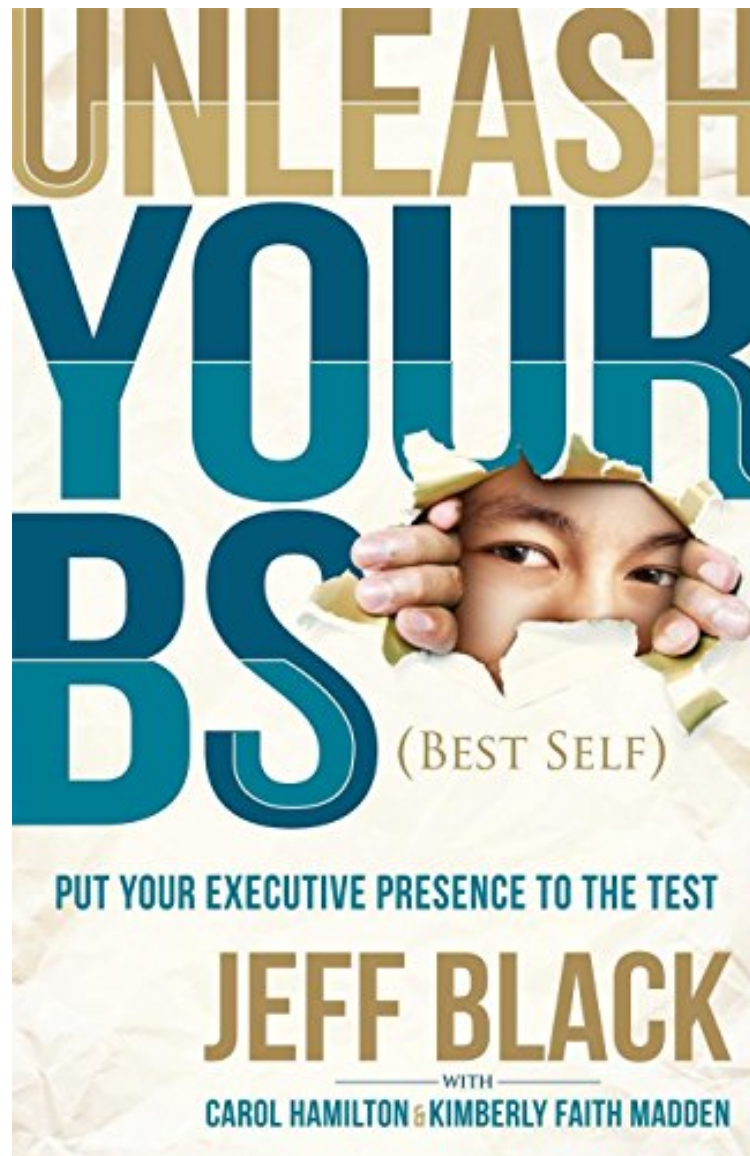


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## Unleash Your BS (Best Self): Putting Your Executive Presence to the Test

*Jeff Black*

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**Jeff Black : Unleash Your BS (Best Self): Putting Your Executive Presence to the Test** before purchasing it in order to gage whether or not it would be worth my time, and all praised Unleash Your BS (Best Self): Putting Your Executive Presence to the Test:

0 of 0 people found the following review helpful. Great book on communication and executive presence!By Steven HoweryThis is a well-written business fable that is light, fast-paced and very easy to read. I'm very familiar with Jeff

Black's work and can speak to the creative methods he uses to deliver his content for his clients. This book captures the essence of his business workshops without the stuffy feel of a traditional "business book". I highly encourage anyone looking to hone their communication style or build their executive presence / brand to buy the book. I found it to be a pretty quick read (chapters are short with crisp delivery) with ideas that a person can implement immediately into their daily routines. 0 of 0 people found the following review helpful. Insightful book on how to be your best By Melanie Vess JB did an incredible job on bringing his seminars into his book. JB, I heard you coming through on many of the pages of this book! A fantastic job by the team pulling together many great thought on being your best self. easy to read with he dialogue and a great way to present the ideas. Thanks. 0 of 0 people found the following review helpful. Five Stars By Colleen Coletta Great book if you are looking for inspiration and tips on effective presentation skills.

Based on a corporate crisis ripped from today's headlines, "Unleash Your BS (Best Self)" tells the tale of Fortune 500 managers who are suddenly facing a post-merger downsizing. With their careers hanging in the balance, they are dropped into a leadership and communications training program that will either leave them in charge . . . or leave them behind. JT Black, the independent consultant known for his entertaining style and powerful results, is assigned the task of developing their leadership finesse, executive presence, and communication skills. In other words, cajoling them to lead and be heard. "Unleash Your BS" is for every manager ready to rise to the next level of his or her leadership. Whether yoursore in a volatile work environment or are gearing up for your next promotion, this book offers concrete techniques for enhancing your executive presence and strengthening your personal brand.

ldquo;This book is an excellent reminder of Jeff's key messages, delivered in a fun format. I've worked with Jeff for more than a decade, and I am always glad that I asked for help or brought him in to help others.rdquo; -- Chip Blankenship, President CEO - GE Appliances ldquo;A refreshing story that captures how his Executive Presence Program is delivered. Jeff Black has had a remarkable impact on my career.rdquo; -- Bill Collins, Vice President, American Airlines Regardless of your experience as a communicator, [this book] should be on your "must read" list. The concepts are conveyed through stories that are fun to read yet packed with important lessons. . . to be your "best self." nbsp;-- Kimberly Admire, Former Vice President, Lockheed Martin Corporation ldquo;It is a great business story that brings to life the corporate environment in moments of crisis, while providing simple to digest tactics to improve onersquo;s personal brand.rdquo; -- Lilkar Molina, Senior Engineer Procter Gamble "Exhilarating! Engaging! Relevant! Useful! Bold! Just a few words used to describe Black Sheep, and more specifically, Jeff Black. Year after year, Jeff delights audiences at the leadership development conferences I host for high potential leaders from around the world. Unleash Your BS is a natural extension of Jeff's dynamic approach to Executive Presence. I can feel his personal charisma jump off the pages! This is a powerful tool for any professional looking to elevate Executive Presence in the workplace and beyond." -- Renee Cutright, Vice President, Human Resources Nielsen ldquo;This is not a typical business book. It has more twists and turns than a daytime soap opera. Jeff Black is a dear friend, who can make a world of difference in your professional career.rdquo; -- Eileen Fulton, Actress, Starring as ldquo;Lisardquo; on CBS-TVrsquo;s As the World Turns, Procter Gamble Productions ldquo;Unleash Your BS is Jeff Black at his very best hellip; doing what he loves to do hellip; in his own unique and very lquo;realrsquo; way. He will make a positive difference for his readersjust as he has (and does!) for me.rdquo; -- Paula Harper Bethea, Executive Director South Carolina Education Lottery, Former Chair United Way of America ldquo;This is a dynamic and fun manual for staging effective communications! Each act in this book presents a practical model for real world business environments!rdquo; -- Dr. Shue-Jane Thompson, Director, Performance Excellence Lockheed Martin Corporation ldquo;I first met Jeff Black when he was working in the mailroom at Aaron Spelling Productions. I immediately noticed that he possessed a unique presence, so I quickly hired him into Business Affairs where he was a true partner. Since that time, wersquo;ve stayed in touch and I am now thrilled to be endorsing his book. We share the same values and integrity and know the importance of passing on to others what wersquo;ve learned.rdquo; -- Beth Whelpley, Vice President, Business Affairs NBC Universal About the Author For 18 globe-hopping years, Jeff Black has been cajoling Fortune 500 managers into fulfilling their leadership potential. Through his deceptively simple process for refining their strategic communications, Jeff enhances their personal brands tenfold. He has worked with executives and front-line leaders around the world to prepare them for communication and business strategies with both external and internal audiences. He provides coaching and consulting on projecting executive presence, delivering strong presentations, demonstrating excellent communication skills, influencing customers and talking to the media. His work has taken him to twenty countries. As a former television anchor, talk show host and reporter in Birmingham and Los Angeles, Jeff delivers a unique perspective to training leaders and company spokespeople. His extensive client list includes GE, American Airlines, Nielsen, Lockheed Martin, Procter Gamble, NBC Universal, Lloydsquo;s of London, Telemundo, several NASCAR champions, The Home Depot, Notre Dame, UPS, and numerous educational, non-profit and financial institutions. While in Los Angeles, he worked on the prime-time television drama, ldquo;Dynasty.rdquo; From CBS to the Food Network, Jeffrsquo;s clients have appeared on all the major television networks and several cable channels, large daily newspapers and radio networks.Excerpt. copy;

Reprinted by permission. All rights reserved. The audience sat in thick silence as the paperwork was passed from Tom Harris, CEO of Massive Industries to Yuan Luo, CEO of Cascade Corporation. Eight months of labored negotiations led to this single moment; this last dotted line, and too much was riding on the merger for anyone to risk breathing. Slowly picking up a pen, Yuan allowed himself an extra moment in the spotlight. His retirement began with this final act on behalf of Cascade, and he felt a wave of nostalgia as he poised his hand to sign himself out. Cascade Corporation was an international manufacturer that employed thousands. Yuan had been at the helm for the past twenty years and was responsible for the company's profound growth. Today, Cascade was becoming a subsidiary of Massive Industries, a conglomerate five times its size. Between them, the two companies had an impressive one hundred thirty years of service. However, as every critic had already pointed out, merging corporate cultures wasn't going to be easy, and in the end, no one was sure how this giant hybrid would work out. Yuan looked over at Tom one last time and then completed his trademark signature. Instantly, the stockholders erupted into thunderous applause, the lawyers exhaled, and the management on both sides felt chills race down their spines. Kelly entered Tom's office wearing her first smile since the announcement of the merger. "Hersquo;s available," she announced as she dropped onto the nearest chair. Noting Tom's puzzled expression, she explained, "JT, the executive branding expert I mentioned to you. He just called to say he's ready to begin hosting executive presence programs for all of our managers at his retreat center." Leaning back in his chair, Tom looked at the ceiling as if scanning his brain for information. Coming up dry, he turned to Kelly, "Remind me again what this guy's story is." "Sure," Kelly answered, sitting up. "JT is the guy I saw several years ago. Hersquo;s . . ." Kelly paused, trying to find the words to explain this unique man who had since become a dear friend, "I guess the best way to describe him is engaging--and certainly entertaining--but underneath his light-hearted delivery is a very real depth of expertise on this topic."