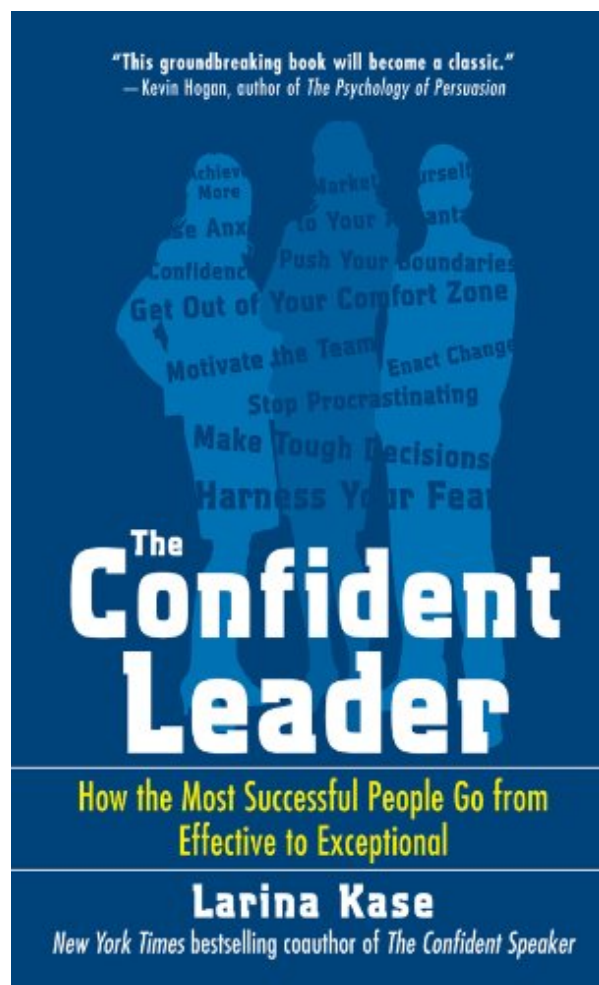


# THE CONFIDENT LEADER: HOW THE MOST SUCCESSFUL PEOPLE GO FROM EFFECTIVE TO EXCEPTIONAL BY LARINA KASE



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Achieve More  
Market Yourself  
Use Anxiety to Your Advantage  
Confidence Push Your Boundaries  
Get Out of Your Comfort Zone  
Motivate the Team Enact Change  
Stop Procrastinating  
Make Tough Decisions  
Harness Your Fear

# The Confident Leader

How the Most Successful People Go from  
Effective to Exceptional

**Larina Kase**

*New York Times* bestselling coauthor of *The Confident Speaker*

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From the Back Cover

Praise for *The Confident Leader*:

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--Michael Port, bestselling author of *Beyond Booked Solid*

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New York Times bestselling author Larina Kase explains how to accomplish the things you think you can't, but really wish you could . . .

Many people who want to advance in their career or business are faced with an innate fear of change--even positive change that could move them forward. Using cutting-edge research to help readers become true leaders in their fields, Larina Kase provides strategies to help readers move out of their comfort zones and better distinguish the positive decisions and actions that will dramatically propel their success. She includes interviews with top business thinkers such as Seth Godin, Joe Vitale, Annie McKee, and Tim Sanders. Apply the lessons in this book to:

- Discover why you don't do what you need to do
- Empower yourself and others to stay motivated
- Transform fear of change into a positive driver for success
- Face uncomfortable situations with grace and poise

"Imagine what you could accomplish with the confidence of the world's top leaders . . . Read this book for a step-by-step plan to make it happen."

—Dr. Joe Vitale, author of *The Key*

"The success of coaches, clients, and self-help aficionados, in particular, will dramatically increase after putting Larina's powerful wisdom to work."

—Marilee Adams, Ph.D., author of *Change Your Questions, Change Your Life*

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#### Most helpful customer reviews

7 of 7 people found the following review helpful.

Awesome! Everyone should read this book!

By Chris

I am only halfway through the book and wish I would have read it much sooner. Everyone should read this book! I am an RN who has known for many years that if I explain the rationale behind why I recommend something to a patient, the more likely they are to adhere to it. If, for example, I want a patient to get up and walk after surgery and I told them "Your goal today should be to get up and walk" without any explanation, the patient is more likely to procrastinate about it all day dwelling on the pain and discomfort they feel from surgery. On the other hand, if I tell them that the goal will be to walk today because by just that one action they will be preventing pneumonia and blood clots, promoting circulation which promotes healing, preventing muscle atrophy, skin breakdown and ileus ( a twisting of the intestine which can sometimes be a problem for patient's who are not moving around much after receiving anesthesia), and that we will control their pain with medications in the beginning to get them over the hump, they are going to be more likely to walk not only once but maybe two or three times! Larina Kase does the exact same thing with how we think and make decisions in work and life. It now makes sense why I keep falling into the same habits even though they hold me back. Not only does she answer WHY we come to certain decisions but also HOW to change our thought patterns to make those decisions more effective, thus achieving greater success in life. This information is not just important for our business success but can be applied to any aspect of our life. This is the next best thing to her personally coaching you. Obviously, I highly recommend it. Wishing you success!  
Chris from Arizona

2 of 3 people found the following review helpful.

## A Powerful Perspective

By Christiana B.

I highly recommend this book. In it, Dr. Larina Kase reveals a powerful perspective on how we develop and what contributes to success in our lives and in our work. Weaving together stories from her clients with psychological research, Larina helps us see our own tendencies objectively. She explains that in a situation where you are reaching beyond what you have done before, natural discomfort arises in your experience. What we do with that discomfort or anxiety, is a key factor in how much we flourish in life. In my opinion, this objective perspective and insight is a gift, because it liberates our potential to change how we respond and grow. Where before we may have semi-consciously shied away or defended ourselves from this natural discomfort (in a myriad of ways detailed in the book), now we know how to interpret the experience differently. And Larina also lays out a simple, yet comprehensive system of development, or "GROWTH" process that enables us to change.

Not only is the perspective powerful, but Larina takes care to help us immediately take action--for each insight revealed in the book, she gives us action steps. To top it off, the book is full of interviews with experts who have demonstrated the effectiveness of the growth mindset in their own lives. Sharing their insights on the subject matter fills out the book and makes it a rich resource that I will keep coming back to again and again.

This is no ordinary business book. Thank you Larina for bringing your depth of understanding as a business psychologist and executive leadership coach to bear on every page!

7 of 8 people found the following review helpful.

Misleading title - not just for "leaders"

By Claudine M.

I almost didn't order this book because the word "Leader" didn't particularly resonate with me. But I really liked Dr. Kase's other book, *The Confident Speaker*, so I decided to give this one a try. After glancing at the table of contents, it became clear to me that this book is for ANYONE who wants to grow. I liked that the book looks at the person as a whole and recognizes that everyone (including the most successful) has habits, fears, and beliefs that keep them from succeeding even more. I am impressed not only by the breadth of techniques the book covers, but by the clear, systematic, and well-defined action steps that walk you through fighting the usual things that keep us from being "exceptional".

I am always looking for ways to grow myself, my business, and inspire my clients - this is a book I would definitely recommend.

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