



The Leader as a Mensch: Become the Kind of Person Others Want to Follow

By Bruna Martinuzzi



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Offering a Glimpse Into the Strength, Wisdom, and Self-Mastery of Exceptional Leadership

This insightful and engaging book speaks volumes on ways in which all of us, at any level, can improve our leadership impact and develop the humility, integrity, and honor that instills hope and confidence in others. Drawing on over 25 years of leadership experience, Bruna Martinuzzi brilliantly conveys the essential guidelines for the emotionally intelligent leadership needed for enduring success. Some leaders are exceptional human beings, people that others genuinely want to follow; the book uses the Yiddish word *Mensch*, meaning "real person of character" to describe these worthy leaders. Martinuzzi takes the reader on a transformative journey to a way of living, self-discovery, and personal strength that translates into becoming a person who authentically inspires with empathy and confidence -- and successfully motivates others to follow by example, a mensch-leader.

Written for senior and emergent leaders, as well as coaches and mentors, *Leader as a Mensch* reminds us that followers strongly impact and sustain good leadership -- and, before you can lead any group, team, or organization, you must first lead yourself. This book is anyone wanting to enhance the way he or she supports and influences others at work and in life. An unsurpassed glimpse into the strength, wisdom, and self-mastery of true leadership, Bruna Martinuzzi's inspiring words close with an equally inspiring appendix, complete with an extensive listings of books, articles, and emotional intelligence frameworks to use on your path toward your personal best.

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The Leader as a Mensch: Become the Kind of Person Others Want to Follow By Bruna Martinuzzi Bibliography

- Sales Rank: #911121 in Books
- Brand: Brand: Six Seconds
- Published on: 2009-01-16
- Number of items: 1
- Binding: Paperback
- 151 pages

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Editorial Review

Review

A deeply profound book for coaches, mentors, as well as senior executives and emergent leaders. The truth is, it's a must read for anyone in society who has opportunity to influence others. --Larry Bienati, Ph.D., author, *When Eagles Fly in Formation*.

Every once in a while a book is written that is as rich with heart as it is with skills and applications. This book is a must-read for anyone who has come to grips with the fact leadership is not about exercising authority. It's about setting a clear example. Every reader can find something for themselves to work on in this soon to be business classic. --Joseph Gibbons, Ph.D., The FutureWork Institute.

This is a valuable and uplifting book for everyone who wants to make the world a better place. Bruna Martinuzzi has written a beautiful book about how to achieve true 'menschdom'. --Guy Kawasaki, MBA, Author, *Reality Check*; Co-founder, Alltop.com

The uniqueness of this book is Bruna Martinuzzi's ability to universally assimilate the word mensch into today's leadership lexicon. Fluent in six languages, a global workplace coach, and a mensch herself -- I'd say her affinity to the human elements of growth and change will have a global and lasting effect on all of our tomorrows.

-- Libby Sartain, MBA, SPHR, CCP, Former Yahoo & Southwest Airlines executive; author, *HR from the Heart*

This book is an invaluable and timely tool in the field of executive coaching. Bruna Martinuzzi has positioned emotional intelligence as the centerpiece in leadership by describing the emotionally intelligent mensch which exemplifies what we should strive for in leaders.

-- Reuven Bar-On, Ph.D., Emotional intelligence expert, creator, The Bar-On Model of Emotional Intelligence

An extraordinary collection of truly inspiring insights into leadership success; an instant classic. --Lauren Doliva, Ph.D., Heidrick & Struggle

This is truly an important book for our times. Given decades of erosion in the principles and practices of corporate and public leadership, Bruna's book reminds us, in fact inspires us, about the salient characteristics of trusted leaders and the forces that drive us to follow and respect them. This book is a must read for everyone. We all have the opportunity to lead each day and Bruna shows us our potential to do so.

-- Michael H. Mitchell, GreenLight Management Inc.

I often read leadership books and wonder whether I would want to lead in such a way, whether I would be capable of such leadership, or whether I would follow such a leader. In this book, Bruna Martinuzzi has woven the essential meaning of the word mensch into a new vision for leaders. I am confident that such leaders would be 'worth following'.

-- David R. Caruso, Ph.D., EI Skills Group, coauthor, *The Emotionally Intelligent Manager*

Bruna Martinuzzi has distilled the essence of what it takes to influence and motivate others, not by the exercise of authority, but through the example of ethical and admirable character. She doesn't just tell us how

-- she helps us understand. --Mark D. Lange, MBA, Writer - Christian Science Monitor; former PeopleSoft and SAP executive

About the Author

Bruna Martinuzzi is the President of *Clarion Enterprises Ltd.*, a company which specializes in leadership, emotional intelligence, and presentation skills training. She is a facilitator, coach, author and keynote speaker with over 25 years of experience. Bruna speaks six languages and holds a Bachelor of Arts and a Master of Arts degree from the University of British Columbia. She is the recipient of several awards, including the Izaak Killam Pre-doctoral Fellowship, the Social Science and Humanities Research Council of Canada Award, and the BC Workplace Excellence Award for Unusual Innovation. She is the co-author of *The Power to Lead: Lessons in Developing Your Unique Masterpiece*. She lives in North Vancouver, British Columbia, Canada.

Users Review

From reader reviews:

Willard Griffin:

Spent a free time to be fun activity to perform! A lot of people spent their down time with their family, or all their friends. Usually they accomplishing activity like watching television, likely to beach, or picnic in the park. They actually doing same thing every week. Do you feel it? Would you like to something different to fill your current free time/ holiday? May be reading a book can be option to fill your totally free time/ holiday. The first thing that you'll ask may be what kinds of publication that you should read. If you want to test look for book, may be the publication untitled The Leader as a Mensch: Become the Kind of Person Others Want to Follow can be good book to read. May be it is usually best activity to you.

Daniel Evans:

The reason? Because this The Leader as a Mensch: Become the Kind of Person Others Want to Follow is an unordinary book that the inside of the publication waiting for you to snap it but latter it will surprise you with the secret the idea inside. Reading this book beside it was fantastic author who have write the book in such remarkable way makes the content inside easier to understand, entertaining technique but still convey the meaning totally. So , it is good for you for not hesitating having this any more or you going to regret it. This amazing book will give you a lot of rewards than the other book get such as help improving your talent and your critical thinking technique. So , still want to hesitate having that book? If I have been you I will go to the e-book store hurriedly.

James Vera:

Reading can called thoughts hangout, why? Because if you find yourself reading a book specially book entitled The Leader as a Mensch: Become the Kind of Person Others Want to Follow your thoughts will drift away trough every dimension, wandering in most aspect that maybe unknown for but surely can be your mind friends. Imaging every single word written in a publication then become one application form conclusion and explanation that will maybe you never get ahead of. The The Leader as a Mensch: Become the Kind of Person Others Want to Follow giving you a different experience more than blown away your brain but also giving you useful information for your better life within this era. So now let us explain to you

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Edward Upton:

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