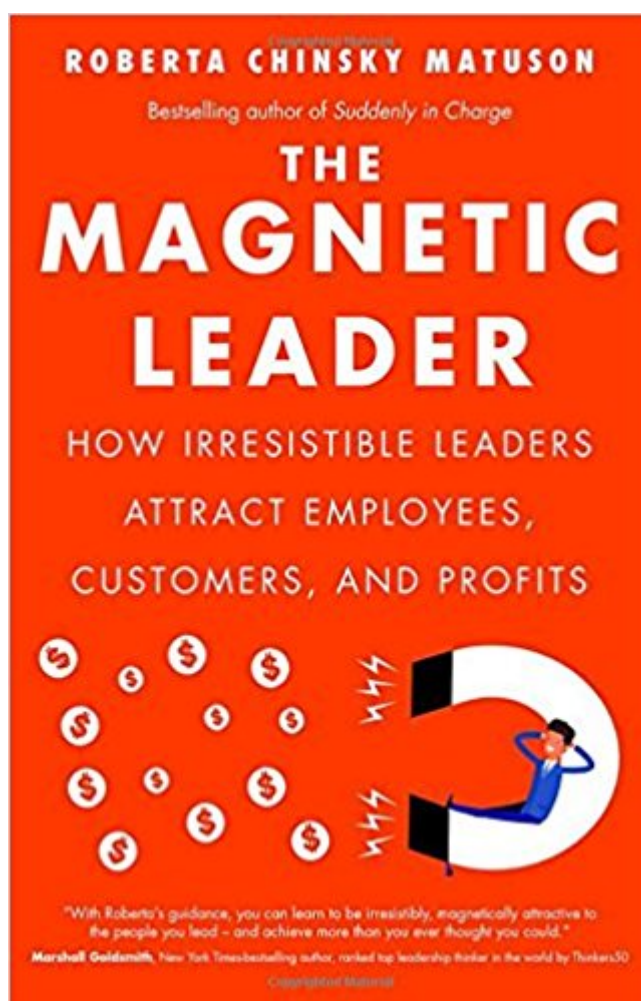


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# The Magnetic Leader: How Irresistible Leaders Attract Employees, Customers, And Profits



## Synopsis

Employees don't work for companies; they work for people. The more irresistible you are as a leader, the more pull you have for employees to want to stay and for your customers to remain loyal. In *The Magnetic Leader*, Roberta Matuson asks us to consider that the quality of a company's leadership is the most important factor in attracting and retaining high-quality employees. Matuson has spent 20 years helping organizations achieve both market leadership and dynamic growth by maximizing the talent they already have, in addition to creating a magnetic environment that attracts high-caliber new hires. Many are searching for a magical formula, but the fact is that the answer lies inside businesses' organizations. Instead of offering crazy perks, companies need to focus on the one perk they can't get anywhere else, which is the opportunity to work with a truly magnetic leader. *The Magnetic Leader* aids readers in transforming their leadership style from push to pull, repel to attract, dismal to good, and then good to great. They'll become magnetic leaders who attract the cream of the crop and ultimately create legions of loyal, talented superstars eager to beat the competition.

## Book Information

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## Customer Reviews

Roberta Chinsky Matuson, president of Matuson Consulting, has helped leaders in world-class companies, including General Motors, Microsoft, and the Boston Beer Company achieve dramatic growth and market leadership through the maximization of talent. Known globally as *The Talent Maximizer*®, Roberta is an executive advisor who has personal experience in the C-suite. At

only twenty-four years of age, she was promoted to director of human resources for a commercial real estate company, which she helped take public. Roberta is the person that top employment site Monster and global retail giant Staples turn to for advice on talent. She is the author of the international bestseller, *Suddenly in Charge: Managing Up, Managing Down, Succeeding all Around* (Nicholas Brealey, 2011), which was a Washington Post Top 5 Business Book for Leaders, and *Talent Magnetism* (Nicholas Brealey, 2013). She is also an expert blogger for Forbes and Glassdoor and a former monthly columnist for the Boston Business Journal.

Good job on the book Roberta. Many a company these days flounders due to a lack of vision. Generating profit alone does not qualify as a valid objective. If it did, people would be content in delivering sub standard work and products. Many a company fails to create a bonafide purpose. If leaders elect to adhere to Roberta's teachings, they'll learn to preempt people to profits which will lead to long term gains rather than short term profits. However, one thing Roberta did not address is how to spot an unctuous leader. Some people ostensibly will give you a hug yet in reality will stab you in the back. Genuine leaders will create a propitious working ambience for succeed. Ingenious ones are difficult to spot and will throw you under the bus. But in all fairness, Roberta wrote on how to be a genuine leader rather than a wary employee.

An organization is only as good as its people and its people can only reach their highest potential with well-equipped leaders. The Magnetic Leader provides straight to the point engagement touchpoints to help leaders navigate the journey of crafting sustainable talent environments. Its practical and easy to implement actions show you how to put the "the human" back into talent management giving you the "how to" for creating an environment that talent can thrive in, and wants to stay in. Loved the book overall --and the chapters are truly easy to read!

Couldn't put this book down. I am transitioning out of a job and into a significant leadership role; I've never doubted my ability to be a leader however this book provided insight that I couldn't possibly have had. If you are in a leadership role, do yourself and your staff a favor and read this. Now of to read some more of her books!

This is a great guide for leaders to follow. Roberta does a fantastic job providing tangible action items for leaders and employers. After I read this book, I really felt like I had a clear understanding

of what makes a great leader and I immediately started putting some of her ideas to practice.

The battle for your business success will be won or lost in the war for talent. Whether it's generation X, Y, or soon to be Z, your leadership's ability to find, attract, develop and retain talent is crucial. Roberta Matuson's Magnetic Leader gives you all the pull you need.

has a policy that gives preferential placement to reviews of books that have been purchased from . Therefore, there will be little (if any) opportunity to read reviews by others who receive a copy as a gift, borrow one from a friend or check out a copy from a library. This is a really stupid policy.\* \*

\*Opinions are divided about the importance of charisma to effective leadership. My own opinion is that it resembles an expensive fragrance. It smells good but don't drink it.

Churchill, Gandhi, and FDR certainly had charisma but so did contemporaries such as Hitler, Stalin, and Mussolini. All certainly had magnetism. In this book, Roberta Chinsky Matuson suggests that,

however different magnetic leaders may be in most other respects, all of them demonstrate a core to varying degree -- a core of common traits. Here they are, accompanied by

annotations that I have added: 1. Authenticity: "This above all: to thine own self be true, And it must follow, as the night the day, Thou canst not then be false to any

man." • Polonius in Shakespeare's Hamlet. 2. Selflessness: "Learn from the people Plan with the people Begin with what they have Build on what they know; Of the best leaders When the task is accomplished The people will remark We have done it ourselves." --

Lao-tse's Tao Te Ching 3. Strong communication: "If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time • give it a

tremendous whack!" • Winston Churchill 4. Charisma: "Charisma is the result of effective leadership, and the power of your character, not the other way

around." • Warren Bennis 5. Transparency: "Honesty is the first chapter in the book of wisdom." • Thomas Jefferson 6. Vision: "You see things; and

you say 'Why?' But I dream things that never were; and I say Why not?" • The Serpent in Shaw's Back to

Methuselah 7. Resilience: "Champions get up when they

can't." • Jack Dempsey Long ago I realized that traits such as these, if true, must not be compromised by the imperfect creatures that possess them, with Jefferson perhaps the best example among them. We are inspired by something we already possess within

us, albeit previously unrecognized or at least under-appreciated. I wholly agree with Roberta Chinsky Matuson that the best leaders “energize people every day” but only with our permission. Great leaders identify with our visions, and with our values, even when we may not always understand what is happening. The power of magnets is determined by the nature and extent of what they attract. The same is true of leaders. The appeal of some is defined by the greatness of their character and the enduring legacy of their impact. Other leaders are defined by the scope and depth of their evil, remembered only in infamy. All organizations need effective leaders at all levels and in all areas beyond the C-suite throughout the given enterprise. Leaders without title become the gravitational center of collaborative effort. I only wish they were more widely recognized and more generously rewarded.

I’ve purchased multiple copies of this book to send to my clients.

Here’s why: While Matuson’s book is ostensibly about leadership and becoming a better leader, in reality the book offers a solution to the #1 problem faced by virtually every business today: How to attract and retain top talent. In my work with consulting firms and corporate clients around the globe, I’ve seen this challenge bottleneck the company’s growth prospects time after time. The Magnetic Leader is a much-needed remedy. In this book I’ve found specific, practical advice covering every aspect of my leadership approach, from how to respond to negative feedback, to how to hire future leaders, and even how to arrange a company’s office to increase employee happiness. (As Matuson says, “It’s time to close the door on the open office environment.”) The author offers seven traits of magnetic leaders (Authenticity, Selflessness, Strong Communication, Charisma, Transparency, Vision, Resilience) and provides guidance for improving on every aspect. Perhaps more importantly, Matuson shows how to move magnetic leadership beyond yourself and into your company, where the impact will multiply. For me and my clients, this knowledge is key. The author is right on the mark with her growth equation: Magnetic Leadership + Incredible Customer Service = Explosive Growth. All-in-all, if you’re leading a company – be it a one-person firm or a global enterprise, you’ll be more effective if you follow Matuson’s advice. It certainly worked for me.

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