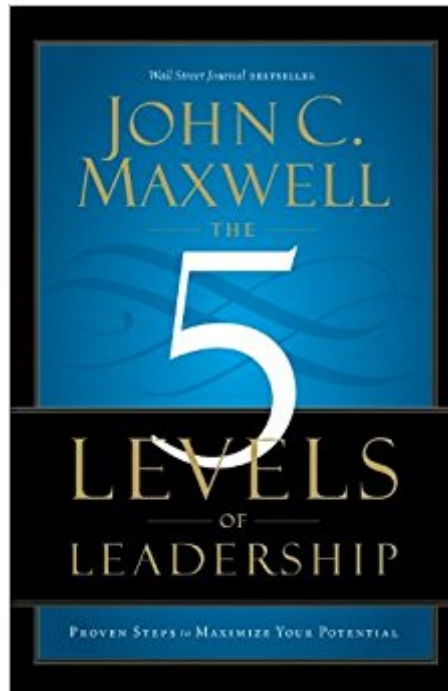




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# **The 5 Levels Of Leadership: Proven Steps To Maximize Your Potential**



## Synopsis

#1 New York Times bestselling author John C. Maxwell explains how true leadership works and makes it accessible to everyone. Leadership does not come from your title. In fact, being named to a position is only the first and lowest of the five levels every effective leader achieves. To become more than a boss people are required to follow, you must master the ability to inspire and build a team that produces not only results, but also future leaders. The 5 Levels of Leadership are: 1. Position-People follow because they have to. 2. Permission-People follow because they want to. 3. Production-People follow because of what you have done for the organization. 4. People Development-People follow because of what you have done for them personally. 5. Pinnacle-People follow because of who you are and what you represent. By combining the advice contained in these pages with work and a willingness to learn, anyone can rise to a higher and more effective level of leadership and thus make a greater impact.

## Customer Reviews

"John has been a mentor and teacher for me for many years and what I love most about him is that he has pushed and helped me personally go through the 5 Levels of Leadership!"  
— Kevin Turner, COO, Microsoft  
"The leader's greatest calling is building leadership in the coming generation, and John Maxwell's The 5 Levels of Leadership offers the roadmap for taking the journey to that highest level."  
— Michael Useem, author of The Leadership Moment and The Go Point

John C. Maxwell is a #1 New York Times bestselling author, coach, and speaker who has sold more than 24 million books in fifty languages. Often called America's #1 leadership authority, Maxwell was Identified as the most popular leadership expert in the world by Inc. magazine in 2014. And he has been voted the top leadership professional six years in a row on LeadershipGurus.net. He is the founder of The John Maxwell Company, The John Maxwell Team, and EQUIP, a non-profit organization that has trained more than 5 million leaders in 180 countries. Each year Maxwell speaks to Fortune 500 companies, presidents of nations, and many of the world's top business leaders. He can be followed at Twitter.com/JohnCMaxwell. For more information about him visit JohnMaxwell.com.

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The 24 Neuro Linguistic Programming & Mind Control Scripts That Will Maximize Your Potential and

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