



Becoming Your Best: The 12 Principles of Highly Successful Leaders

Steve Shallenberger

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Discover the principles that are transforming teams and leaders worldwide

Running a business or department in today's high-pressure business landscape gets more difficult every year. Given the level of competition, as well as market ups and downs, it seems that you either sacrifice your personal life for your job or you lose everything.

Steve Shallenberger has an important message for you: It doesn't have to be this way. You can succeed in business and live a happy life at the same time. In fact, if you follow his advice, a satisfying personal life will *necessarily* follow your leadership success. That's because it's all based on timeless truths that apply to every aspect of life, in any business and in any culture.

Becoming Your Best reveals the lessons you need to follow in order to reach your highest potential and drive the kind of innovation that turns good companies into industry leaders—all while living a well-balanced personal life. Learn the 12 principles for developing a culture of excellence, including:

- Be True to Character
- Lead with a Vision
- Prioritize Your Time
- Innovate through Imagination
- Be Accountable
- Live in Peace and Balance
- Be an Effective Communicator

Divided into three thematic sections—Transformational Leadership, Transformational Teams and Relationships, and Transformational Living—*Becoming Your Best* is packed with advice, tools, and examples for turning your thoughts into action, motivating yourself and your people, inspiring teams to solve problems creatively, and building the life you've always dreamed of.

Read *Becoming Your Best* and you'll begin to see everything through a completely new lens—one that reveals change as something to embrace, not fear. You will be armed with the knowledge and tools to measurably improve your life, as well as the lives of your employees and loved ones.

Praise for *Becoming your Best*

“Wonderful . . . crucial to the success of any leader, in any organization, in any industry.”
from the foreword by Stephen M.R. Covey

“This is not a book to read. It is a book to live.”

Joseph Grenny, bestselling coauthor of *Crucial Conversations* and *Influencer*

“If you're motivated to improve, don't put down this book until you've read every page.”
Jack Canfield, coauthor of *The Success Principles* and *Chicken Soup for the Soul*

“Clear, timeless principles from which all of us can learn how to develop and sustain excellence. “It’s the most valuable time you will spend with a book this year!”

Randal Quarles, Managing Director, the Carlyle Group, and former Under Secretary of the U.S. Treasury

“Steve Shallenberger is a positive influence on everyone he meets. He’s distilled the principles which have steered his own life into Becoming Your Best.”

Richard and Linda Eyre, *New York Times* bestselling authors of *The Entitlement Trap* and *Teaching Children Values*

“I can say with confidence that the principles taught in this groundbreaking book will provide you a foolproof roadmap on how to excel in life.”

Dallin Larsen, founder and Chairman, MonaVie

“A fascinating book on understanding and improving one’s personal balance, one’s relationships, and one’s leadership and management success.”

Gregory “Speedy” Martin, General, USAF (Retired)

“This book will make you more successful in any pursuit but more importantly, it will help turn you into the person you might otherwise only dream of becoming.”

Blake Roney, founder and Chairman, Nu Skin



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