



Primordial Leadership: Unleash the Results Animal in You.and in Others (Paperback)

By Lawrence D. Duckworth

Morgan James Publishing llc, United States, 2014. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Unleash the results animal in yourself and your followers! In Primordial Leadership (c), seasoned C-executive Larry Duckworth applies cutting-edge Neuroscience (brain science) to the business world to reveal why people behave the way they do--at the most basic Primordial level--and how to leverage these powerful behavior insights into extraordinary results. Science has identified our most basic Primordial Drive(TM) as humans is to perpetuate the species genes. Duckworth goes further and identifies how six enabling Primal Drives(TM)--Safety, Self-Interest, Hope and Transcendence, Honesty and Trust, Energy and Time Optimization, and Sociability--are at work in specific leadership settings. Harnessing these deeper Primordial forces present in all human animals can clearly differentiate you as a more powerful, valuable leader to both your followers, and the peers with whom you re competing. Duckworth s C-level practical, Primordially-based advice has been field-tested and proven in private and public businesses, non-profits, and government entities. Jam-packed with practical implementation insights, stories, methods, and tools proven to materially improve results, Duckworth also shows you how to take it to the street with...



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