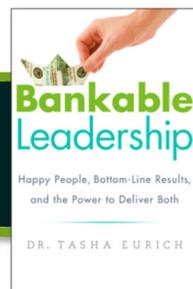




Bankable Leadership

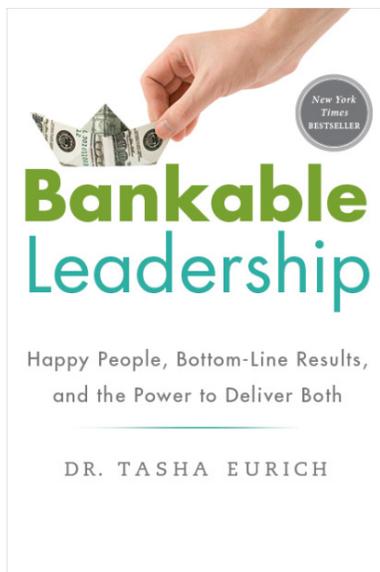


People or Results? You Don't Have to Choose!

"If I drive my team to do what I need them to do, they won't like me."

"If I try to make everybody on the team happy, we won't hit our numbers."

As a leader, you've likely felt this fundamental tension—the tension between focusing on people and driving results. Despite all the research telling us that effective leaders do both, most of us struggle daily to balance the happiness of our teams and the health of the bottom line. We are more comfortable doing one than the other, so we feel overwhelmed and drained by the challenges we face.



In *Bankable Leadership*, organizational psychologist, executive coach, and proud leadership geek Dr. Tasha Eurich (or Dr. T) reveals how to make leadership exhilarating, fun, and fulfilling. Built on decades of research and the transformation of real leaders, her fresh, practical model can help anyone become *bankable*—producing results while fostering a healthy work environment to ensure sustainable success. You'll learn how to:

- Be human *and* drive performance,
- Be helpful *and* drive responsibility,
- Be thankful *and* drive improvement, and
- Be happy *and* drive productivity.

Dr. T's approach will help you develop these universally effective behaviors through an online assessment and boots-on-the-ground tools, like earning trust through transparency, treating adults like adults, and taking a no-fear approach to feedback.

Whether you're struggling to build a more productive team, increase confidence in your leadership skills, or consistently deliver results, *Bankable Leadership* is the resource you've been waiting for! **Learn more:** www.BankableLeadership.com

About the Author



Dr. Tasha Eurich is an organizational psychologist, speaker and *New York Times* and *USA Today* best-selling author of *Bankable Leadership: Happy People, Bottom Line Results and the Power to Deliver Both*. Her life's work is to help organizations succeed by improving the effectiveness of their leaders and teams.

With a contagious passion and energy, Dr T. (as her clients call her) pairs her scientific grounding in human behavior with a practical approach to solving leadership challenges. Her ten-plus year career has spanned roles as an external consultant and a direct report to both CEOs and human resources executives. The majority of Dr. Eurich's work has been with executives in large Fortune 500

organizations, including CH2M HILL, Xcel Energy, Western Union, Newmont Mining, DCP Midstream, Centura Health, CoBiz Financial, Vail Resorts, IHS, the City of Cincinnati, and HCA.

With a PhD in Industrial-Organizational Psychology from Colorado State University and BAs in Theater and Psychology from Middlebury College, she serves on the faculty at the Center for Creative Leadership, one of the top-ranked executive education institutions in the world. She has served as an adjunct faculty member in Colorado State University's Psychology and Business Schools where she earned a commendation for teaching excellence. She's also a popular guest speaker at the University of Denver and Colorado State University's Executive MBA programs.

She's a regular contributor to the *Huffington Post* and her expertise has been featured in *The New York Times*, *Forbes*, and *Entrepreneur Magazine*. In 2013, Dr. Eurich was honored as one of Denver Business Journal's "40 under 40" rising stars in business. In 2014, she was named a *Top 100 Thought Leader* by Trust Across America alongside the likes of Stephen Covey, Jim Kouzes, and Bill George.

Dr. Tasha Eurich, Leadership Expert, Speaker, Author of *Bankable Leadership*

www.speakersoffice.com | +01(760) 603.8110 | info@speakersoffice.com | www.tashaeurich.com