

Contents

Foreword by William C. Taylor	ix
Introduction: The Great Uncertainty	xiii

PART 1

LEADING YOURSELF

Chapter 1: The New Normal	3
Chapter 2: The Truth, Nothing But the Truth	23
Chapter 3: Problems and the Healing Process	39
Chapter 4: Control and Uncertainty	51
Chapter 5: Exercise Your Intuition	65

PART 2

LEADING YOUR ORGANIZATION

Chapter 6: Be Really Good at the Basics	81
Chapter 7: The Value of a Value Proposition	91
Chapter 8: Be Available	103
Chapter 9: Motivate and Inspire	113
Chapter 10: Leverage Your Assets	125

PART 3

LEADING THE WAY

Chapter 11: Reputation Counts	137
Chapter 12: Create Buzz (But Manage Crisis)	147
Chapter 13: Build Momentum	161
Chapter 14: Practice Incremental Evolution	171
Conclusion: Lead On	181
Notes	185
Acknowledgments	191
About the Authors	193
Index	195

<http://www.pbookshop.com>

*For the associates of Umpqua Bank.
You lead, you motivate, and you inspire.*

<http://www.pbookshop.com>

<http://www.pbookshop.com>