



# 360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top

*Harrison Monarth*

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## SPREAD YOUR INFLUENCE FOR TRUE LEADERSHIP SUCCESS

“The extraordinary power of influence is now within everyone’s reach. Recent graduates, executive assistants, project managers, and business leaders can all benefit from Monarth’s simple steps for ‘getting everyone to follow your lead.’”

—**MARSHALL GOLDSMITH**, million-selling author of the *New York Times* bestsellers *MOJO* and *What Got You Here Won’t Get You There*

“Monarth’s monograph is must reading for everyone who needs to build their personal brand and sell themselves—which is, of course, everybody.”

—**JEFFREY PFEFFER, Ph.D.**, professor, Stanford Graduate School of Business, and author of *Power: Why Some People Have It—and Others Don’t*

“Your ability to influence and persuade others is the single most important skill for success in business and leadership—and this book shows you how with simple, powerful, practical, and proven techniques.”

—**BRIAN TRACY**, author of *Full Engagement*

“Finally! A book about influence that doesn’t tell you how to impose your position on others but rather illuminates ways to build authentic relationships that are mutually beneficial. Truly a 21st-century approach to a critical skill.”

—**LOIS P. FRANK EL, Ph.D.**, author of *Nice Girls Don’t Get the Corner Office* and *Nice Girls Just Don’t Get It*

“*360 Degrees of Influence* breaks new ground. Harrison Monarth writes with flair, passion, and insight. Even seasoned professionals will find his advice practical and invaluable.”

—**HARRY MILLS**, Managing Director of The Mills Group and author of *Artful Persuasion* and *The StreetSmart Negotiator*

### About the Book:

Leadership doesn’t have to be a top-down proposition. In fact, the best leaders influence those who are below and above them, as well as people external to the organization, such as customers and partners. This 360 degrees of influence is what separates the good leader from the great leader.

Founder of the global executive coaching firm GuruMaker, Harrison Monarth makes a living helping top figures in business and politics hone their influencing, communication, persuasion, impression management, and media skills. He teaches leaders how to operate without relying on spin or manipulation.

Now, in *360 Degrees of Influence*, Monarth provides everything you need to gain the trust and respect of those around you—no matter where they’re positioned in the organizational hierarchy—and expand your influence well beyond your immediate environment. Providing valuable insight into human emotion and

behavior, Monarth reveals the secrets to becoming the most psychologically astute person in the room—so you can be the most influential leader in the room. Learn how to:

- Assess your current influencing power
- Overcome resistance to your ideas and proposals
- Know what people are thinking and feeling—even better than they do
- Avoid the most common decision-making pitfalls
- Create an influence strategy tailored to your organization’s hierarchy

In addition to sharing insight he has gleaned during years of coaching leading executives, Monarth includes practice exercises, checklists, self-evaluations, and worksheets to help you tackle the challenge of influence and leadership head on.

Right now, one of your own counterparts might be exerting influence over you and your boss. You can do the same thing. Apply the lessons of *360 Degrees of Influence* to place yourself in the best possible position to lead the leaders.

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Have you spare time for just a day? What do you do when you have far more or little spare time? Sure, you can choose the suitable activity for spend your time. Any person spent their particular spare time to take a stroll, shopping, or went to the Mall. How about open or read a book entitled 360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top? Maybe it is to get best activity for you. You understand beside you can spend your time with the favorite's book, you can wiser than before. Do you agree with it has the opinion or you have different opinion?

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#### **Peter Burnett:**

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