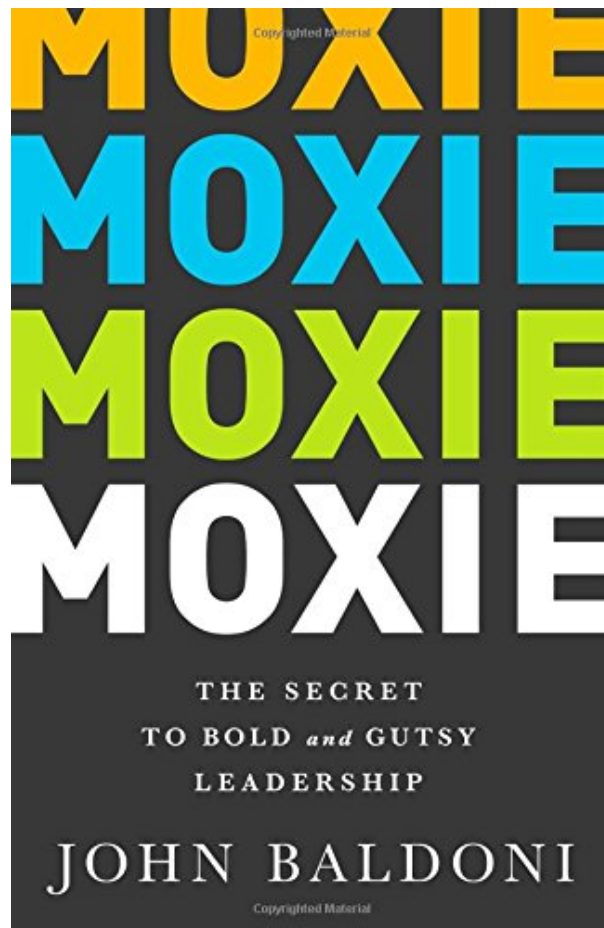
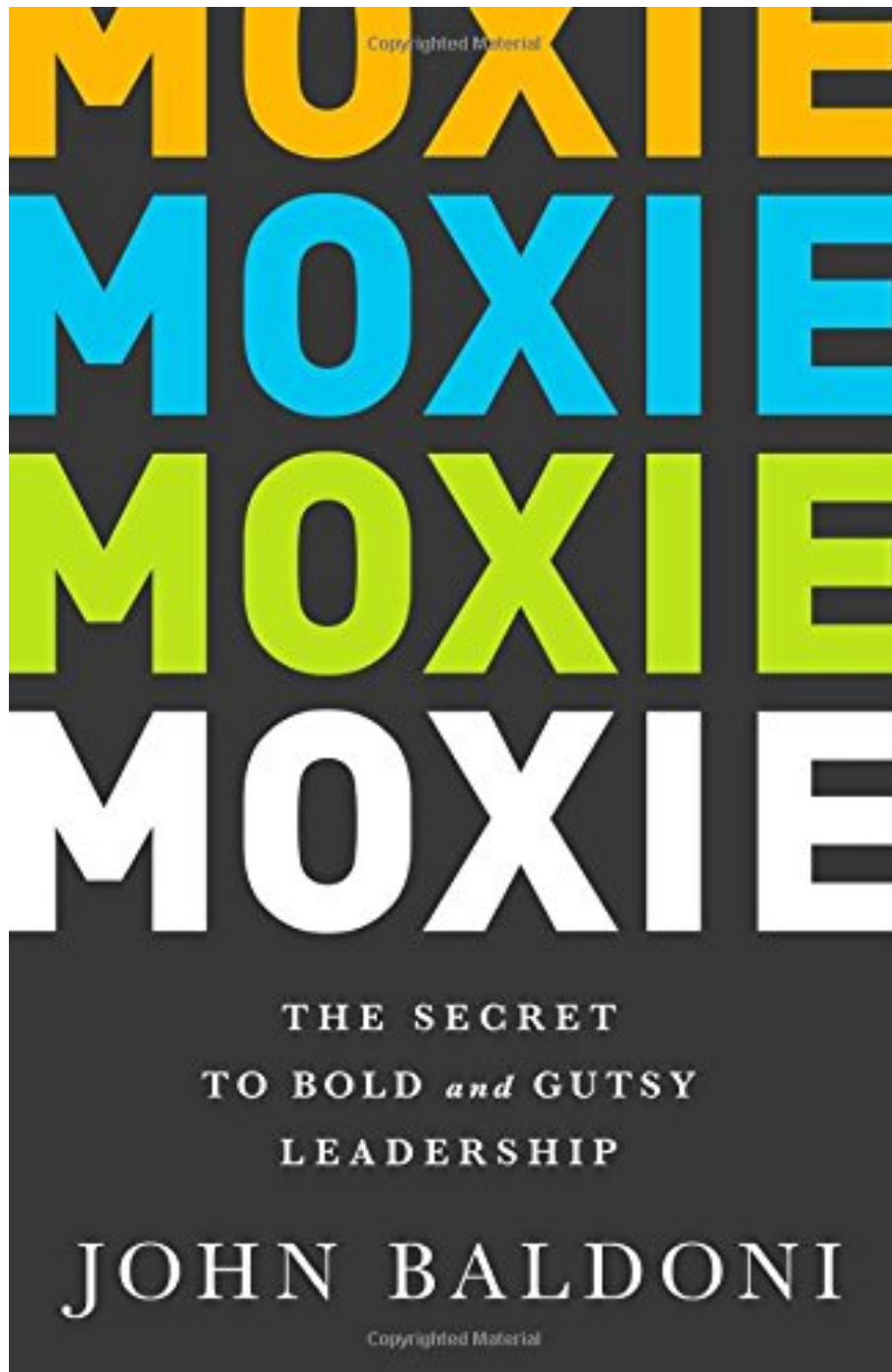


MOXIE: THE SECRET TO BOLD AND GUTSY LEADERSHIP BY JOHN BALDONI



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Review

John Baldoni is a prolific thought leader. With *Moxie*, he helps leaders recognize the fire that drives them. Touching on leadership, innovation, and engagement, John brings to life the excitement that drives us all to strive for the pinnacle of success which is often quite elusive. *Moxie* is a must read for any C-level manager or executive who wants to bring the energy back to their life and their career.

—Marshall Goldsmith, Top 50 Thinker and best-selling author of *What Got You Here Won't Get You There* and *MOJO*

John Baldoni's newest offer *Moxie* is a valuable book for today's leaders. Drawing on examples from great trailblazers of the past, Baldoni shows how effective leaders work and behave with passion and purpose. Brilliantly integrating the traditional psychology of self-awareness with the critical need for people skills and resiliency, *Moxie* proves to be the whole package. Highly readable and inspiring!

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Mindfulness, Opportunity, X Factor, Innovation, Engagement. *MOXIE*. Just what corporate America is missing today. John Baldoni is known for coaching high-level executives as well as for his columns and books. Whether starting out with an innovative idea that is attracting investors or well established and sitting in the corner office, John's new book should be on the must-read list for those striving for excellence and success.

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Finally, the definitive work on leadership! With laser-focus and global, historical perspective, John Baldoni has gifted us with the essence of real-life, authentic qualities that inspire teams, companies and nations to greatness.

—Denis Waitley, best-selling author of *The Psychology of Winning*

Don't let the title fool you! John's book is not about being a business tough-guy. It is about having the inner resolve to find your special place as a leader and use it to make an impact on others. Once you read the real-life examples of leaders we all admire, you'll narrow in on your own X-Factor. Go out and buy this book!
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With *Moxie*, John Baldoni explores what it takes to lead from the inside out. By focusing on mindfulness, Baldoni demonstrates how leaders can use their inner resolve to paint a picture of the future and overcome obstacles in order to achieve success for the organization.
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In *Moxie*, Baldoni offers a good selection of things to try and if you remain Mindful (as the M in *MOXIE* suggests) then you will quickly identify those techniques that serve you well. *MOXIE* is an entertaining read with some excellent learning points.
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Baldoni's book is aimed at a management audience, but is also a gold mine for business journalists. It has some great tips that might help business journalists who regularly interview CEOs and senior managers. For each of his *moxie* definitions, he offers a series of questions that could be useful when preparing for an interview.
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Baldoni illustrates his points with tales about leaders as diverse as South Africa's Nelson Mandela and Campbell Soup Company's Doug Conant. He also notes that opportunity can be viewed as the flip side of a setback: "Inherent in adversity is a willingness to look beyond the immediate problem to see possibilities over the horizon."
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BY JOHN BALDONI PDF

Leaders today need to be mindful of their circumstances as well as mindful of their own strengths and shortcomings. They need to have the disposition to succeed as well as the inner resourcefulness to persevere. Leaders must be willing to do things differently but also draw on tried and true traits, such as courage and gumption. Moxie is a concept that the modern leader is wise to adopt--one part courage, one part can-do spirit, and one part recognition. In *Moxie: The Secret to Bold and Gutsy Leadership*, author John Baldoni uses concrete, tried-and-true steps to bring out the inner leader in everyone. For management and employees alike, Moxie provides a roadmap to inspire innovation and effective leadership. Whether you're already at the helm of your organization or still looking for a way up the ladder, Moxie is the leadership tool you can't do without. Built on the MOXIE framework, leaders learn how Motivation, Opportunity, an "X" factor, Innovation, and Engagement work together for success.

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Most helpful customer reviews

2 of 2 people found the following review helpful.

Find your "formula" for Leadership

By K. Macdonald

My first copy of Moxie is badly warped from a leaky bottle of water. Before a replacement copy arrived, I finished scribbling notes all over the original and now refuse to part with it. The real delight for me was found at the end ... an Appendix with suggestions for "Making Moxie Work for You." A 14-page summary that could easily be read first as an overview.

I really enjoyed John's formulas sprinkled throughout the book. A great method for taking theory and making it practical. Worth buying just for the formulas.

1 of 1 people found the following review helpful.

Telling the Stories of Leaders with MOXIE

By Stephen J. Gill

Most books about leadership explain what a leader must do to be successful. John Baldoni takes a different approach. Through the voices and experiences of highly successful leaders from all kinds of organizations, Baldoni tells us how a leader must be to be successful. He calls this having MOXIE, which stands for:

- Mindfulness... having an awareness of oneself that is informed by others; an awareness of the present while preparing for the future
- Opportunity... recognizing needs and wanting to meet those needs
- X-Factor – knowing what you believe and can do that make you unique
- Innovation... willing to embrace doing something new and to keep trying even in the face of failure
- Engagement... believing that you will be successful by helping others be successful

Baldoni tells us about a wide range of leaders who have demonstrated MOXIE, from Nelson Mandela to Ben Hogan to Margaret Thatcher to Sergio Marchionne to Dolly Parton. Although quite different leadership experiences, all of them were very successful in their fields. These examples serve to make the point that regardless of situation, whether playing professional sports, surviving injustice, governing a nation, running a multinational company, or being a superstar entertainer, MOXIE is the common denominator.

As in his previous books, Baldoni shows his adeptness at using stories to make a point. And this use of stories is what makes this book so engaging and useful. He makes the qualities of an exceptional leader accessible to all people who aspire to a leadership role in their organizations.

1 of 1 people found the following review helpful.

What talent is best suited for a particular challenge

By Charles H. Johnson

Whether one is running a large corporate entity or navigating the waters of small business ownership, MOXIE is a must read. I was especially appreciative of John Baldoni's thoughts regarding: Self-awareness, Mindfulness and Situational Awareness. Under the topic of Self Awareness one is reminded of the importance of "gaining a perspective on given situations, what to do next and how to react differently in the future". Regarding Mindfulness, the reader is coached: "While one cannot control the situation, we can control how we react to it". And finally, Situational Awareness: "What's happening with the team? What are my resources? What talent is best suited for a particular challenge? Knowing the team's strengths and weaknesses forms the backdrop to Situational Awareness." There are an abundance of leadership gems within MOXIE and I encourage all to embrace the guidance found within.

Charles Johnson

Fortune 500 Retiree

Small Business Owner

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