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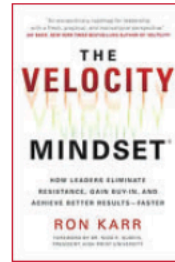
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# Leadership



## *The Velocity Mindset: How Leaders Eliminate Resistance, Gain Buy-in, and Achieve Better Results—Faster* by Ron Karr

From the author of *Lead, Sell, or Get Out of the Way* comes a game-changing guide to help everyone in a leadership position eliminate resistance, gain buy-in, and achieve better results—faster!

Everyone knows what qualities define a great leader, but how many of us know what steps to take to become that leader ourselves? The secret formula is what sales and leadership coach Ron Karr calls the *Velocity Mindset*: a perfect balance of speed and direction, both of which must remain in alignment for personal and professional success.

Utilizing anecdotes and Karr's 30-plus years of experience, *The Velocity Mindset* offers innovative and practical strategies to differentiate yourself from the competition, increase your profits, and get to the next level of success, faster.

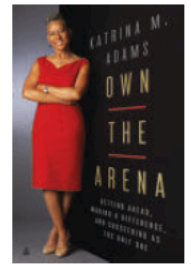
[RonKarr.com](http://RonKarr.com)

## *Own the Arena* by Katrina M. Adams

From the former president and CEO of the United States Tennis Association—the first black woman and youngest person to hold the position—comes a behind-the-scenes look at the leadership skills involved in hosting the U.S. Open, offering lessons that can be applied across business and life's challenges.

In *Own the Arena*, Katrina Adams offers an inside look at this sensational global event, elaborating on what makes tennis the sport of a lifetime. She opens with the women's 2018 championship between Naomi Osaka and Serena Williams that ended in boos. This was Adams's last year as president, and the whole world was watching. How would she respond?

As Adams shares a wealth of stories from her career and personal life, she provides invaluable information on meeting life's tests, both on the tennis court and off. *Own the Arena* offers perspectives on having presence, being remembered, directing a conversation, and moving boldly in spaces where you are the only one. You can own the arena.



[KatrinaMAdams.com](http://KatrinaMAdams.com)



## *Make It, Don't Fake It: Leading with Authenticity for Real Business Success* by Sabrina Horn

"Fake it till you make it" has become gospel in our cultural playbook, but it ultimately doesn't work and can have devastating consequences. In *Make It, Don't Fake It: Leading with Authenticity for Real Business Success* (Berrett-Koehler, June 2021), advisor, entrepreneur, and communications expert Sabrina Horn gives leaders the tools and the confidence to lead with authenticity.

Driven to succeed, entrepreneurs and executives—or almost anyone moving up the corporate ladder—can be tempted to exaggerate or minimize the truth, only to sabotage their own success. As a public relations professional and CEO of her own national firm, Horn draws on 25 years of insights to show how we can flip fakery into authenticity to reap greater rewards.

Horn's fakery-free advice includes dealing with crises and other setbacks, fighting impostor syndrome and loneliness, leading with more empathy and resilience, and building and maintaining an authentic brand.

[SabrinaHorn.com](http://SabrinaHorn.com)

## *The Changemaker* by Deke Copenhaver

You don't need a title to lead. Before running for mayor of Augusta, Georgia, Deke Copenhaver was an unofficial leader of social change and politics within his community. In *The Changemaker: The Art of Building Better Leaders*, Deke shares how all of us can be true and authentic leaders. Leadership is never easy. Almost all leaders deal with both triumph and tragedy, oftentimes in equal measure. The fact of the matter is that leadership insists on a constant rejection of the status quo. True leaders demand continuous reflection and improvement of those around them, and even more importantly, of themselves. True leaders are Changemakers. In Deke's book, you will learn to become unafraid of doing something different in the service of a good cause and how to spark a movement that others can't help but rally around. Deke's Seven Attributes of Changemakers reveal how anyone can become a transformative leader.

[Deke-Copenhaver.com](http://Deke-Copenhaver.com)

