

FOREWORD BY DAVID GERGEN

BILL GEORGE

BESTSELLING AUTHOR OF *AUTHENTIC LEADERSHIP*

DISCOVER YOUR TRUE NORTH

EXPANDED AND UPDATED EDITION

BECOMING AN
AUTHENTIC
LEADER



GEORGE



DISCOVER YOUR TRUE NORTH

WILEY

Discover Your True North bids to be a classic, standing alongside *The Effective Executive* by Peter Drucker and *Becoming a Leader* by Warren Bennis. I salute Bill on his best book."

—Foreword by **David Gergen**

This is the most robust and practical leadership book I have ever read in my period. Bill George, one of the most admired leaders of our time, has distilled several lifetimes of wisdom into one quick and compelling read."

—**John R. Rath**, author of *Strengths Finder* and *Are You Fully Charged?*

Discover Your True North, Bill George captures the practice and value of motivated authentic leaders working together on a strategy and a plan to deliver a compelling vision. It's a must-read! Thank you, Bill!!"

—**Alan Mulally**, former CEO of Ford Motor

This book is the gold standard for people of all ages who want to master the art of authentic leadership. Bill's practical exercises give us the tools to identify and develop our own leadership qualities."

—**Arianna Huffington**, founder of *The Huffington Post*

Bill George is a courageous and authentic leader at all levels. *Discover Your True North* is an essential guide for anyone who aspires to make a positive difference in a world where integrity and authenticity are the defining characteristics of great leaders."

—**Paul Polman**, CEO of Unilever

Bill George tells the stories of leaders united by one belief: You can't deliver success unless you anchor yourself in values. Bill does a masterful job showing us the journey of leadership what it takes to discover your own True North."

—**Indra Nooyi**, CEO of PepsiCo

Bill's gift for finding a moral rudder in life. Anyone in a leadership position of any size can learn enormously from Bill's practical and deep wisdom in *Discover Your True North*."

—**Daniel Goleman**, author of *Emotional Intelligence* and *A Force for Good: The Dalai Lama's Vision for Our World*

Go to www.DiscoverYourTrueNorth.org to discover your True North.

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BEST-SELLING BOOKS BY BILL GEORGE

Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value (2003)

True North: Discover Your Authentic Leadership (2007) (with Peter Sims)

Finding Your True North: A Personal Guide (2008) (with Nick Craig and Andrew McLean)

7 Lessons for Leading in Crisis (2009)

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Preface

The Remarkable Legacy of Warren Bennis

Warren Bennis was one of the great pioneers in the field of leadership. Small in physical stature, he was a giant in his intellect, his heart, and his spirit. Just as Peter Drucker was the father of management, Bennis was the father of leadership.

Bennis transformed our understanding of what it means to be a leader. He was the first scholar who said leadership is not a set of genetic characteristics, but the result of a lifelong process of self-discovery. Rejecting the notion that leaders are born with certain traits, he opened the door to the real source of leadership: *within you*. He wrote:

The most dangerous leadership myth is that leaders are born—that there is a genetic factor to leadership. This myth asserts that people simply either have certain charismatic qualities or not. That's nonsense; in fact, the opposite is true. Leaders are made rather than born.

He showed how leaders develop through their life experiences, are shaped by their crucibles, and emerge ever stronger to take on responsibilities of leadership. He said unequivocally, "Leadership is character," adding,

It is not just a superficial question of style, but has to do with who we are as human beings, and with the forces that have shaped us. The process of becoming a leader is much the same as the process of becoming an integrated human being.