



The Other Side of the Card: Where Your Authentic Leadership Story Begins

Mike Morrison

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New from leadership pioneer Mike Morrison

The Other Side of the Card is a compelling parable on finding one's true leadership voice. Using the business card as a symbol of personal identity and power, it helps readers understand that the blank side of their card-and the hidden part of their identity-is not empty space but limitless possibility. Through lively discussions and engaging exercises, Morrison introduces the principles and practices of personal leadership development. Readers discover how to find purpose in life and in the organization and to create meaningful change-the key to reaching one's true potential as a leader.

“This is a critical pause point - a yellow light representing the need to slow down for one of the most dangerous intersections in our lives. If we are going to have any chance for a meaningful life, we need to define the other side of the card.”

So says Seth Stevens, a retiring CEO who has one last chance to reclaim his leadership voice. His final duty, orienting a group of newly promoted managers, serves as the perfect opportunity to reveal the timeless truths of his remarkable leadership story.

This compelling story also serves as a personal journey for developing your own authentic leadership voice. Through lively discussions and engaging exercises, Morrison introduces the foundational principles and practices of the “Me” and “We” paths of personal leadership development.

The six progressive steps on the “Me/We” path will give you the power to find your purpose in life and your organization and to create meaningful change-the key to reaching your true potential as a leader and fostering a workplace environment that promotes high levels of satisfaction, engagement, and productivity. You will be able to answer these essential questions about yourself:

- Beyond the job title and contact information on your business card - who are you?
- In a go-go world that puts our true identities at risk - what have you become?
- Most importantly, where are you on the journey to developing your authentic leadership voice?

Morrison's powerful prescriptions demonstrate clearly how the intangibles of promise-keeping, meaning-making, and service-to-others drive the outcomes of organizational success.

Get ready for a story that will change your life and the way you view leadership. It's time to discover what's on the other side of your card.

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