



# Making Your Leadership Come Alive: 7 Actions to Increase Your Influence

*Jeremie Kubicek*

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**Making Your Leadership Come Alive: 7 Actions to Increase Your Influence** Jeremie Kubicek  
Using the success of his own experience as CEO of John Maxwell's company, **GiANT Impact**, Jeremie Kubicek "clearly shares what so many influential leaders have come to know: there's a huge difference between authority and responsibility and between influence and power" (Seth Godin, author of *Linchpin*)—now in paperback.

**LEADERSHIP IS ALIVE WHEN IT IS USED FOR OTHERS. IT DIES WHEN IT IS ALL ABOUT YOU.**

In *Making Your Leadership Come Alive*, learn how getting past your self-preservation can produce a powerful impact. Take your influence to a higher level. Your willingness to be real will change the game for everyone around you, including you.

Anyone can make an impact. All you need is influence—the most potent professional asset on the planet. The problem is that influence is also the most underused asset on the planet. And the primary reason is that the enemy of influence is a universal human trait: self-preservation. You guard your ideas, your status, and your reputation. Within your self-constructed walls you must cast safer visions, take smaller risks, and accept shallower relationships to ensure the security of all you are protecting. This is the downside of self-preservation: while your walls protect you and yours from demise, they also restrict your influence. You must break down your walls of self-preservation and sacrifice your security for the sake of others. Only then does the escalating paradox of personal generosity come into play: the more you give, the more you receive. This book shows that the key to effective leadership is learning how to influence in a way that engenders greater trust, stronger partnerships, and more impactful endeavors.

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