

# Saturday 2 Minute Video: Effective Leadership, Engagement & Results



## Leadership BS- Changing Workplaces and Careers One Truth at a Time

Disengagement is a critical problem that is destroying organizations from inside out. The imperative to revisit our thoughts about what makes a good

leader and how to develop effective leadership training is critical.

What if most of what you've been taught about leadership in college, business school, seminars and management literature is either wrong or useless?

In his intriguing and controversial book, Leadership BS- Changing Workplaces and Careers One Truth at a Time, Jeffrey Pfeffer highlights five disconnects between contemporary leadership teaching and real world practice.

- What are the five disconnects that create ineffective leadership and dis-engagement?
- What can we NOW to develop good leaders?

 Watch the Video

Watch this 2 minute video synopsis of Professor Pfeffer's book, [Leadership BS- Changing Workplaces and Careers One Truth at a Time](#) by The Business Source and re-visit your beliefs about what makes a good leader.



Leadership means using changes, challenges to build intellectual, emotional adaptability and purposeful results; it is a 3Q Equation supported by courage. Courage grows each time we align IQ (intelligence), EQ (humanity), SQ (integrity).

Irene Becker, Founder, Just Coach It-The 3Q Edge™

**More on  
Effective  
Leadership at  
the Speed of  
Change/Challenges? Yes!**

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[The Individual and Organizational Imperative for 3Q Leadership  
Enlightened Self Interest-6 Ways to Build a Resilient Thriving  
Organization](#)

[3Q Leadership™ Exposed-Realizing Leadership Magazine Cover  
Story](#)

[Free eBook-Leading and Succeeding in Disruptive Times-A 3Q  
Edge™ Primer](#)

**Take action NOW. Build Your Ultimate  
Advantage-Your 3Q Edge**

**Irene Becker, Founder, Just Coach It  
Coaching•Consulting•Workshops•Keynotes with a 3Q Edge™**

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