



LiftOff Leadership: 10 Principles for Exceptional Leadership

Betty Shotton

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In 1999, Betty Shotton stood on the floor of the New York Stock Exchange and watched her company go public. After witnessing the negative consequences of the ensuing transition from purpose driven to profit driven, Shotton set out to change the way we define leadership success.

Today, with over 35 years as a CEO and Entrepreneur, Shotton passionately advocates a business model that integrates profitability into a larger context of meaningful contribution to the quality of life affected by what we do and who we are as leaders.

In Liftoff Leadership, Shotton charts a new course, beginning with an examination of leadership character. With engaging insights into today's business climate, Liftoff takes readers on an exploration of their unique leadership style: Who am I as a leader? What are my best attributes and guiding principles? How can I make a difference?

Calling for a return to leadership traits that have defined history's most exceptional leaders, Shotton takes us on a journey into ourselves and gives us tools to examine our own unique attributes.

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