



Discover Your True North

By Bill George

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The Leadership Classic, *Discover Your True North*, expanded for today's leaders

Discover Your True North is the best-selling leadership classic that enables you to become an authentic leader by discovering your True North. Originally based on first-person interviews with 125 leaders, this book instantly became a must-read business classic when it was introduced in 2007. Now expanded and updated to introduce 48 new leaders and new learning about authentic global leaders, this revisited classic includes more diverse, global, and contemporary leaders of all ages. New case studies include Warren Buffett, Indra Nooyi, Arianna Huffington, Jack Ma, Paul Polman, Mike Bloomberg, Mark Zuckerberg, and many others. Alongside these studies, former Medtronic CEO Bill George continues to share his personal stories and his wisdom by describing how you can become the leader you want to be, with helpful exercises included throughout the book.

Being a leader is about much more than title and management skills—it's fundamentally a question of who we are as human beings. *Discover Your True North* offers a concrete and comprehensive program for becoming an authentic leader, and shows how to chart your path to leadership success.

Once you discover the purpose of your leadership, you'll find the true leader inside you. This book shows you how to use your natural leadership abilities to inspire and empower others to excellence in today's complex global world. *Discover Your True North* enables you to become the leader you were born to be, and stay on track of your True North.

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Editorial Review

Review

If you want to learn how other leaders overcame adversity or where they went wrong so you don't make the same mistakes, then this book provides great examples (Opensource, June 2016)

From the Inside Flap

This leadership classic enables you to discover your True North, the internal compass that guides you successfully through life. When you follow your True North, you can unlock your full potential as a leader and human being.

Discover Your True North offers a concrete and comprehensive guide for becoming an authentic leader, and reveals how you can chart your path to success. As you embark on this journey, you'll encounter first-hand stories of 101 leaders across the globe and learn how they discovered their True North. Among them are the poignant and revealing stories of Warren Buffett, Howard Shultz, Paul Polman, Indra Nooyi, Arianna Huffington, Jack Ma, Michael Bloomberg, and Mark Zuckerberg, along with some who lost their way like Rajat Gupta and Lance Armstrong.

Once you discover the purpose of your leadership, you'll find the true leader inside you, enabling you to inspire and empower others as authentic leaders. *Discover Your True North* helps you to stay on track of your True North in today's complex global world by:

- **Cultivating self-awareness**
- **Defining your values**
- **Finding the "sweet spots" of your motivated capabilities**
- **Building your support team and leading an integrated life**
- **Making the journey from "I" to "We" as an empowering leader**
- **Becoming a global leader**

When you discover your True North, you will make a difference in the world and leave a lasting legacy.

Discover Your True North is an expanded and updated edition of *True North*, which became a must-read business classic when it was introduced in 2007. Bill George's latest book contains more than 60 percent new content, including profiles of 101 authentic leaders, and exercises after each chapter that enable you to become the leader you want to be.

From the Back Cover

"*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, period. Bill George, one of the most admired leaders of our time, packs several lifetimes of wisdom into one quick and compelling read."

—**Tom Rath**, author of *Strengths Finder* and *Are You Fully Charged?*

"In *Discover Your True North*, Bill George captures the practice and value of skilled and 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 learn 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*

"We need courageous and authentic leaders at all levels. *Discover Your True North* is an essential companion for anyone who aspires to make a positive difference in a world where trust 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 value unless you anchor yourself in values. Bill does a masterful job showing anyone on the journey of leadership what it takes to discover your own True North."

–**Indra Nooyi**, CEO of PepsiCo

"Bill George shares his gift for finding a moral rudder in life. Anyone in a leadership position of any kind will benefit 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*

Users Review

From reader reviews:

Brent Jones:

The book *Discover Your True North* can give more knowledge and also the precise product information about everything you want. So why must we leave the best thing like a book *Discover Your True North*? A number of you have a different opinion about guide. But one aim that will book can give many info for us. It is absolutely right. Right now, try to closer together with your book. Knowledge or info that you take for that, you are able to give for each other; you could share all of these. Book *Discover Your True North* has simple shape but you know: it has great and massive function for you. You can seem the enormous world by open and read a publication. So it is very wonderful.

Leo Osborne:

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Keith Reese:

Reading can called thoughts hangout, why? Because when you find yourself reading a book mainly book entitled Discover Your True North the mind will drift away trough every dimension, wandering in most aspect that maybe unknown for but surely will become your mind friends. Imaging each word written in a guide then become one contact form conclusion and explanation that maybe you never get prior to. The Discover Your True North giving you one more experience more than blown away the mind but also giving you useful facts for your better life in this particular era. So now let us explain to you the relaxing pattern here is your body and mind will probably be pleased when you are finished reading it, like winning an activity. Do you want to try this extraordinary spending spare time activity?

Donald Burgess:

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