

[CONTENTS]

Preface: My Leadership Journey	vii
Part One: What Is Transformational Leadership?	1
Introduction: Ten Mistakes Transformational Leaders Make	3
1 The Secret Language of Leadership	21
Part Two: The Language of Leadership: Key Enablers	51
2 Articulating a Clear, Inspiring Goal	53
3 The Leader's Own Story: Committing to the Goal	65
4 Mastering the Audience's Story	80
5 Cultivating Narrative Intelligence	92
6 Telling Truthful Stories	116
7 Leadership Presence: The Body Language of Leadership	132
Part Three: The Language of Leadership: Key Steps	147
8 Getting People's Attention	149
9 Stimulating Desire	166
10 Reinforcing with Reasons	187
11 Continuing the Conversation	199
12 Epilogue	211
Appendix 1: Presentation to the Change Management Committee of the World Bank: April 1996	221
Appendix 2: Templates and Exercises	229
Appendix 3: What's Your Narrative Intelligence?	235
Notes	245
Acknowledgments	265
About the Author	267
Index	269

Contents

The Secret Language of Leadership.

