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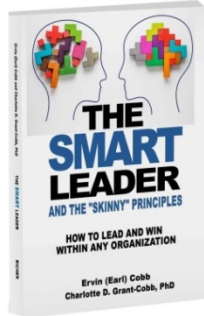
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The SMART Leader and the Skinny Principles: How to Lead and Win within Any Organization

Ervin (Earl) Cobb and Charlotte D Grant-Cobb | Oct 1, 2019

LEADERSHIP IS SO MISUNDERSTOOD



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Why We Wrote This Book

After more than three decades of working as senior leaders in corporate, entrepreneurial and governmental organizations and a decade of researching and writing about leadership, my wife, Dr. Charlotte Grant-Cobb and I have come to the growing realization that:

“What’s required for a good Manager or Supervisor to become an effective leader within any organization is so misunderstood.”

Therefore, a few years ago, we decided to write this book.

Without doubt, there are many **schools of thought** regarding what it takes to become an “**effective leader**” in the 21st century. However, undeniably, being an effective leader within any **organizational structure** does and has always **required** one **crucial skill**:

“The ability to influence social behavior in a manner, which maximizes the efforts of others, towards the achievement of a common goal.”

The power and effectiveness of this **crucial skill** — as personally observed and studied over the past ten years in our coaching and consulting engagements and by thousands of other experts in the field — builds a strong case in support of the following **fundamental truth**:

“It does not require special talents, advanced degrees or years of leadership experience for good managers and supervisors to become effective organizational leaders.”

This **fundamental truth** supports the fact that it only requires the mastering of a proven and straightforward method of social influence in the workplace. A method which focuses on maximizing the human traits that can naturally propel **any professional** to become consistently **Studious, Masterful, Articulate, Resourceful and Trustworthy** — or to become consistently **SMART** — the five attributes that are fundamental to effective organizational leadership.

Based on the feedback we have received from training and career specialist, we believe that **The SMART Leader and the “Skinny” Principles: How to Lead and Win within Any Organization** offers one of the strongest and most contemporary approaches to real-world leadership development for managers, supervisors and their organizations available anywhere today.

The SMART Leader utilizes the power of Narrative Enhanced Leadership Development — a learning and knowledge retention technique, which activates the brain of readers by turning stories and situational narratives into their own experiences. A compelling and suspenseful situational narrative introduces each chapter of the book. Each narrative is written to “cut to the chase” and help the reader instantly benefit from the suggestions and guidance provided in the discussion of each “Skinny” Principle.

In ten short chapters, **The SMART Leader** presents a unique and powerful chain of reasoning which has unquestionably guided leaders within all types of public and private organizations to phenomenal personal and professional success.

The eBook will be released on Amazon Kindle® September 10, 2019. The Paperback will be globally distributed October 1, 2019 and Available Wherever Quality Books Are Sold. Book Website: www.earlcobb.com

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