

Motivate Like a CEO: Communicate Your Strategic Vision and Inspire People to Act! (Business Books)

By Suzanne Bates

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“An exciting read, you won’t want to put *Motivate Like a CEO* down until you’ve mastered all of its secrets!”
Marshall Goldsmith, *New York Times* bestselling author of *What Got You Here Won’t Get You There*

"Motivated leaders are rare, yet everyone seeks to become one. The greatness of this book is that it breaks down the process by giving you the ideas and the tools to motivate and inspire yourself first, and then others second. If you’re in a leadership position or hoping to get to the next level, make the decision to buy this book, study this book, and put it into practice."
-Jeffrey Gitomer, author of *The Little Red Book of Selling*

The most successful leaders seem to possess a remarkable gift for inspiring and motivating people. They are not only hard workers who possess great business minds; they rally others to drive forward with a powerful, common vision. *Motivate Like a CEO* demonstrates how leaders at every level can develop this skill and use it to bring their teams together around a common purpose.

In this follow-up to her bestselling *Speak Like a CEO*, Suzanne Bates explains how you can become a powerful force of influence within your organization and position your company for greatness. You'll learn how to translate simple, effective concepts into brilliant execution; get people working together on the highest priorities; and align warring factions to channel energy into the efforts that make your company profitable.

Inside, you’ll discover secrets to generate excitement all the way down the line to achieve superior results. Real-world stories of leaders who have transformed their organizations will inspire you to move your own organization to a position of strength. And, you’ll find helpful, easy-to-follow advice on how to communicate in a way that inspires people to act.

Motivate Like a CEO teaches you how to:

- Inspire people to embrace and share your vision
- Speak with energy and confidence in tough situations
- Turn challenges into opportunities
- Get your team engaged, in the loop, and tracking real results
- Make time in your schedule for sharing your message of motivation throughout your company

Even a well-positioned, strategically sound company will fail if its messages and focus are not clear. Successful leaders must be able to move the strategic plan from words on paper into the hearts and minds of the people who make it happen.

Motivate Like a CEO can help you significantly improve bottom line results, create a happier, more unified team of people, and allow you to leave a legacy of leadership.

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Editorial Review

From the Back Cover

COMMUNICATE YOUR VISION?AND INSPIRE *ACTION*!

“How do you increase the forward momentum of your company? How do you get your people excited about helping you implement your vision? Learn how to *Motivate Like a CEO.* Suzanne Bates will help you discover how you can be the catalyst for your organization’s future success. What a great book.” **-Ken Blanchard, coauthor of *The One Minute Manager*® and *The One Minute Entrepreneur***

"*Motivate Like a CEO* tells you why, then how to motivate an organization. It is well written, clear and motivating both for the experienced CEO and the new leader."
-Robert Chappell, CEO, Penn Mutual Life Insurance Company

"If you're a leader who wants a high performance team, make this book your 'bible!'"
-Christine Comaford, Business Accelerator, Mighty Ventures and *New York Times* bestselling author of *Rules for Renegades*

“Suzanne Bates insightfully goes against the current models of business, based mainly on financial stimulus and behavioral response, and illustrates the importance of people rather than institutions. In a nutshell, this book is important, because it’s about people connecting.”
-Charles H. Green, co-author of *The Trusted Advisor*

“*Motivate like a CEO* is chock full of great ideas and strategies. Suzanne Bates has written a valuable guide that will not only help leaders to inspire others but also will help them get their own batteries recharged.”
-Diane Hessan, CEO, Communispace Corporation

"A 'must-read' for anyone who is, or aspires to be in a position of high leadership."
-Chuck Wright, former Senior Executive Vice President, Chief Agency and Marketing Officer, State Farm Insurance Companies

About the Author
Suzanne Bates is an executive coach, author, speaker, entrepreneur, and former award-winning television news anchor. As president and CEO of Bates Communications, she shows leaders how to get business results through better communication.

Users Review

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Dennis Fleenor:

The ability that you get from Motivate Like a CEO: Communicate Your Strategic Vision and Inspire People to Act! (Business Books) could be the more deep you looking the information that hide into the words the more you get serious about reading it. It does not mean that this book is hard to understand but Motivate Like

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