

## Leading So People Will Follow

By Erika Andersen

### Praise:

“Erika Andersen does it again. In her brilliant first book, *Growing Great Employees*, she showed management how to help employees meet their potential. In this book, she cracks the code on how to be a great leader, offering six essential leadership attributes supported by clear and concise stories. This invaluable resource will make you the leader your team needs.”

– **Jack Covert**, president, 800CEOREAD; author, *100 Best Business Books of All Time*

“*Leading So People Will Follow* hits on something simple and deep: people want good, inspiring, capable leaders. Erika shares how it’s possible – with honest self-reflection and clear intention – to become that kind of leader.”

– **Chip Conley**, Founder of Joie de Vivre Hotels and Author of *PEAK* and *Emotional Equations*

“*Leading So People Will Follow* is incredibly insightful – it lays bare our longing to work with and for worthy leaders – leaders who do the right thing despite the politics, who show us what we are capable of, who earn our loyalty through their example and actions. And importantly, Erika shows how we can all become that purposeful, inspiring leader.”

– **Maryam Banikarim**, SVP and CMO, Gannett

“In *Leading So People Will Follow*, Erika has captured much of what has made our work with her so valuable over the years. She answers the complex question of what it takes to lead well, in an engaging, practical and inspiring way.”

– **Dawn Ostroff**, President, Conde Nast Entertainment Group