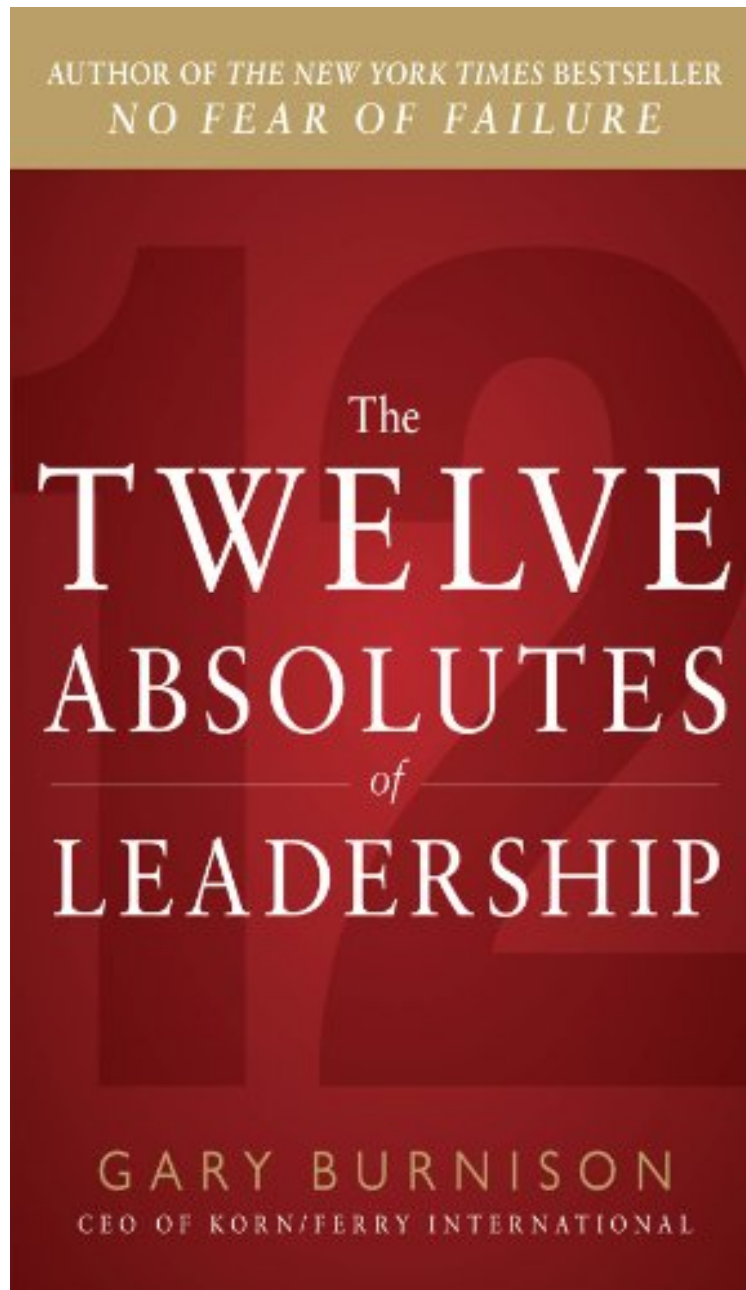


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## The Twelve Absolutes of Leadership

*Gary Burnison*

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**Gary Burnison : The Twelve Absolutes of Leadership** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Twelve Absolutes of Leadership:

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I found it overly simple, repetitive, not well edited. There is much more that can be said about leadership that was lacking in this book, and there was much that was said in this book that could have been said better. My professor constantly remarked on there being hundreds of books he could choose from for this class, but he picked this one because of its layout of the 12 areas. I highly recommend he picks a better book next time. 0 of 0 people found the following review helpful. Easy read  
By mgc  
Another text for a graduate leadership class  
The book is simply written, with lots of quotes and real life examples. It gives solid, understandable advice, and was more enjoyable to read than others I have had to study from. If you have already led a team, you know all of this info, but it can't hurt to reinforce it!  
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By Staton Brady  
This book is mandatory reading material for anybody who is in any position of leadership regardless of the arena. Whether you're an active leader in your church, at your job, or in your community, this book gives you fundamental aspects of leadership in an easy to understand layout. I highly recommend this book to anybody who wants to become a better leader. Definitely a great buy!!!

**ALL IN, ALL THE TIME** For Gary Burnison, CEO of the world's largest executive search firm, these five simple words perfectly capture the essence of great leadership. There can be no half measures. Complete commitment, total engagement, and a powerful sense of personal responsibility are the criteria for true leadership excellence. It's more than a job; it's a way of life. But how do you get there? In this groundbreaking book, Burnison provides the answer. As the leader of Korn/Ferry International, Burnison is particularly well qualified to write a guide to effective leadership. On a personal level, he experiences every day what it's like to be responsible for the lives of others, the careers of his employees, and the expectations of stakeholders. He also deals one-on-one with some of the world's top leaders. In *The Twelve Absolutes of Leadership*, Burnison distills this vast experience into an actionable plan for building world-class leadership skills. You'll learn how to train your focus on the twelve most critical elements of leadership, so you can  
Establish your vision and develop a strategy for achieving it  
Inspire your people to embrace the change you envision  
Measure the effectiveness of your leadership  
Build powerful teams that are aligned in purpose and strategy  
Foresee new opportunities and adjust your course to meet them  
Nothing in business or life generates greater personal satisfaction than affecting people's lives in a positive way through excellent leadership. Burnison refers to it as the "eighth wonder of the world." The prospect might seem daunting, but Burnison makes it more accessible than you thought possible. He presents a framework based on enduring human truths, which is applicable in every leadership role and arena. All you have to do is apply it with dedication and determination. You have the ability. Take your first steps to leadership excellence with *The Twelve Absolutes of Leadership*.  
Praise for *The Twelve Absolutes of Leadership*:  
"In *The Twelve Absolutes of Leadership*, Gary Burnison captures the timeless principles that leaders must possess, beyond intelligence, courage and heart. These essential elements speak to the integrity and authenticity that underscore all effective leadership."  
—Carlos Slim, entrepreneur, investor, and the world's richest man  
"Only a few good leaders have paused to reflect seriously on being leaders. Xenophon and Ulysses S. Grant did, and now Gary Burnison can be added to the list. This is not a business book. This is a book about the business of life."  
—P.J. O'Rourke, political satirist, journalist, and author  
"Gary Burnison has distilled leadership into its essential elements—the absolute truths about leadership that apply in every arena. For those who want to know what leadership is all about, this book has the answers."  
—Lt. Gen. (Ret.) Franklin Busterr  
"Hagenbeck  
"Leadership is the most important ingredient in any successful organization. Gary Burnison explores the essential elements of leadership through conversations with some of the world's most seasoned and accomplished leaders."  
—Eli Broad, founder of The Broad Foundations, KB Home, and SunAmerica  
"Gary Burnison's wisdom and insight cut straight to the heart of the matter—to the essential elements of any leadership framework. His stories, observations, and conversations with leaders artfully illustrate these principles, applicable to everyone."  
—Vicente Fox, former President of Mexico

**About the Author** Gary Burnison is Chief Executive Officer of Korn/Ferry International, the world's largest executive recruiting firm and a leading global provider of talent management solutions. Based in Los Angeles, the firm delivers an array of solutions that help clients to attract, deploy, develop, and reward their talent. Burnison is a regular contributor to CNBC, CNN, Fox Business, and to other international news outlets.