



The Go-Giver Leader: A Little Story About What Matters Most in Business

Bob Burg, John David Mann

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“I met last week with your leaders,” Ben began. “I heard what they had to say. And you know, they make a good point.” He paused. *Take charge, Ben, he told himself. Take control.* He looked around the conference room. *Take, take, take.* Was that really what he was here to do?

With their acclaimed bestseller *The Go-Giver*, Bob Burg and John David Mann proved that a heartfelt parable could also express a powerful idea. In *The Go-Giver Leader* (originally published as *It's Not About You*), they offer an equally compelling tale about a struggling small business and the ambitious young executive trying to lead them to a crucial decision.

Allen & Augustine has manufactured high-quality chairs for decades. Its people take pride in their work and feel loyal to their owners and management team. But this revered company is now at a crossroads, hurt by a tough economy, foreign competition, and a cash crunch. The air is filled with the scent of uncertainty, anxiety, perhaps even panic.

Into this setting enters Ben, who's been assigned by a larger firm to promote a merger that will rescue Allen & Augustine. Ben's facts are undeniable: the chair maker can either merge and modernize or go bankrupt and vanish. So why can't he persuade anyone to buy in, from the CEO on down? Will Ben find a way to sway the employee shareholders before the climactic vote? And can Allen & Augustine survive without losing its soul? The answers may surprise you as you follow Ben on his journey to understanding that the path to genuine influence lies less in *taking* leadership than in *giving* it.

This revised and updated edition includes a new introduction, a discussion guide, and a Q&A with the authors.

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