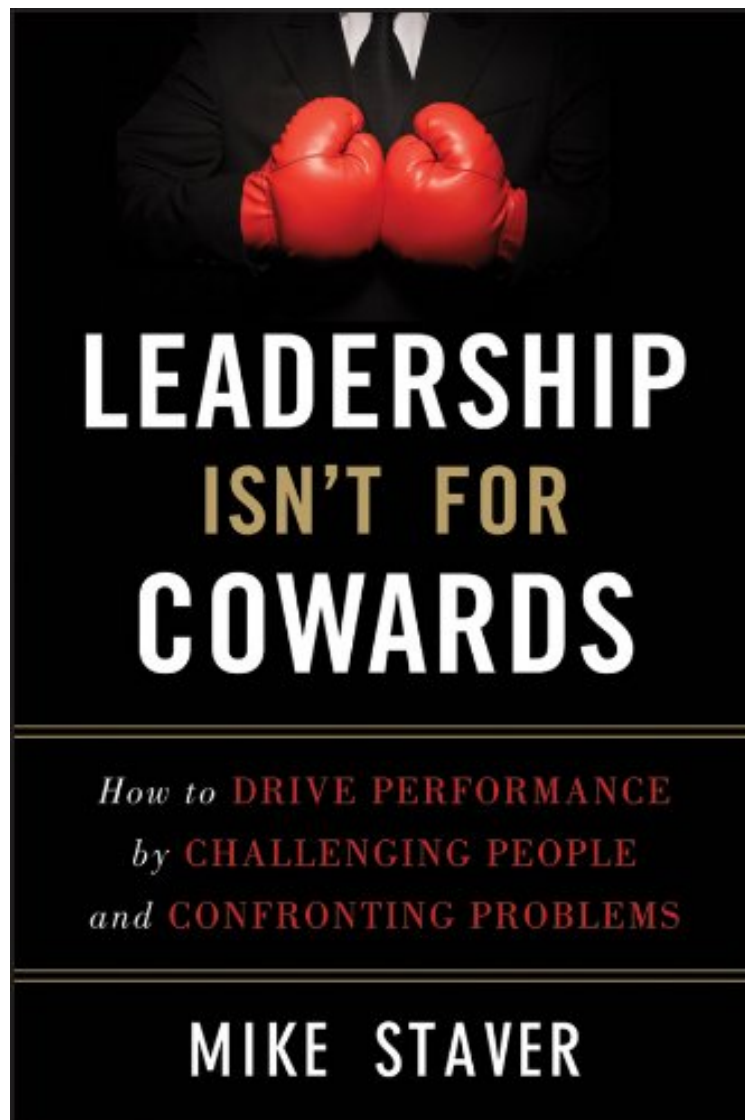


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# Leadership Isn't For Cowards: How to Drive Performance by Challenging People and Confronting Problems

*Mike Staver*

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A no-nonsense guide to driving performance while still maintaining a great place to work Leadership Isn't For Cowards offers straightforward steps to leading courageously and practical tips for driving performance. Courageous leadership means toughening your approach by being rigorous in the application of your values through the company culture. It means confronting and challenging people, and not letting them get away with being less than you know they can be. The path to courageous leadership has six components: Accept Your Current Circumstances, Take Responsibility, Take Action, Acknowledge Progress, Commit to Lifelong Learning, and Kindle Relationships. These manageable steps include: Identify the area in your business or life where a gap exists between your current reality and your desired reality Align yourself with a person or a group of people who can commit to holding you accountable for closing the gap Make a specific commitment to the outcome(s) you want and assign dates to them With courageous leadership, you'll create a culture and a mindset that encourages and demands excellence! Follow these steps to bring out the best in your employees and lead your company to significant success.