



LiftOff Leadership: 10 Principles for Exceptional Leadership

By Betty Shotton

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In 1999, Betty Shotton stood on the floor of the New York Stock Exchange and watched her company go public. After witnessing the negative consequences of the ensuing transition from purpose driven to profit driven, Shotton set out to change the way we define leadership success.

Today, with over 35 years as a CEO and Entrepreneur, Shotton passionately advocates a business model that integrates profitability into a larger context of meaningful contribution to the quality of life affected by what we do and who we are as leaders.

In *Liftoff Leadership*, Shotton charts a new course, beginning with an examination of leadership character. With engaging insights into today's business climate, *Liftoff* takes readers on an exploration of their unique leadership style: *Who am I as a leader? What are my best attributes and guiding principles? How can I make a difference?*

Calling for a return to leadership traits that have defined history's most exceptional leaders, Shotton takes us on a journey into ourselves and gives us tools to examine our own unique attributes.

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Editorial Review

Review

"Brilliant in its simplicity, *LiftOff Leadership* gives today's business leaders a flight plan for success. Shotton defines 10 principles vital to those who wish to soar."

-Marshall Goldsmith, author of the New York Times bestsellers, *MOJO* and *What Got You Here Won't Get You There*

"The analogy of flying and leadership is unique and thought-provoking - great reading for leaders and any manager who aspires to become a leader."

-Dr. Kathryn C. Thornton, Astronaut, NASA Space Flights, Assoc. Dean, Univ. of Virginia

"Betty Shotton's unique talents as a commercial pilot and a serial entrepreneur combine to provide a truly distinctive perspective for readers. Her checklists are spot on for leaders in today's fear-ridden corporate cultures."

-Jane Stevenson, Vice Chairman, Board and CEO Services, Korn/Ferry; Co-Author of *Breaking Away: How Great Leaders Create Innovation that Drives Sustainable Growth--and Why Others Fail*

"LiftOff Leadership is grounded in the author's far-ranging experience as a leader, full of sound guidance for professional growth, and wonderfully well-written. In a market crowded with leadership books, this one deserves special attention."

-Parker J. Palmer, Founder and Senior Partner of The Center for Courage & Renewal; Author of *Healing the Heart of Democracy*, *Let Your Life Speak*, and *The Courage to Teach*

"LiftOff Leadership's 10 Principles for Exceptional Leadership provide the checklist that leaders everywhere can refer to often in order to maintain proper leadership 'course and speed,' unlocking your company's engagement and innovation along the way!"

-Les Schmidt, CEO, Songbird; Former Chairman, Golden Gate University

About the Author

Betty Shotton is committed to elevating the role of leaders in our society. To that end she is an avid speaker, author and advocate for leadership accountability and contribution. Betty has over 25 years experience as a CEO, Entrepreneur, and Leadership Consultant. Today she is the CEO & Founder of LIFTOFF LEADERSHIP LLC and a Partner with Berkana Consulting Group.

Users Review

From reader reviews:

Trisha Sherman:

Information is provisions for anyone to get better life, information these days can get by anyone on

everywhere. The information can be a expertise or any news even an issue. What people must be consider any time those information which is within the former life are challenging be find than now is taking seriously which one is appropriate to believe or which one the resource are convinced. If you have the unstable resource then you get it as your main information it will have huge disadvantage for you. All of those possibilities will not happen in you if you take LiftOff Leadership: 10 Principles for Exceptional Leadership as your daily resource information.

Lola Taylor:

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Greg Butler:

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