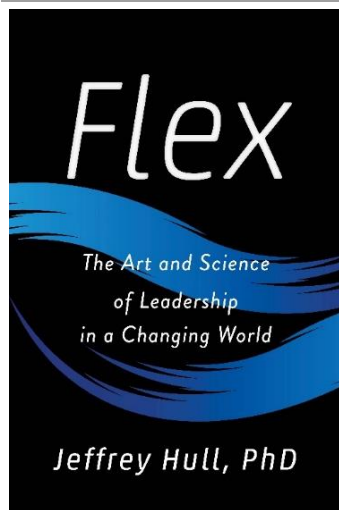


FLEX

The Art and Science of Leadership in a Changing World

By Jeffrey Hull, Ph.D.



Welcome to the age of the post-heroic leader. Today's workforce is no longer looking for a boss to follow blindly. They're searching for collaboration and synergy. They're looking for leaders that value their feedback and champion their causes. They're looking for passion and values. The old ways of influencing and guiding employees are no longer adequate. In order to succeed in today's world, leaders must adapt and attune themselves to the variety of perspectives, needs, and concerns of a shifting business landscape.

FLEX: The Art and Science of Leadership in a Changing World (Publication Date: June 4, 2019) by executive coach Jeffrey Hull, Ph.D. is for those leaders looking to succeed in the new workplace. For the first time, Hull unpacks the behavioral psychology of successful leadership, arming business executives with strategies needed to thrive in a changing world.

Based on his popular classes with Harvard Medical School physicians and business students at New York University and rooted in the latest research in communication neuroscience, Hull identifies and unpacks six key elements that leaders in this new workplace need to accelerate leadership, known as **F.I.E.R.C.E.: Flexibility, Intentionality, Emotional Intelligence, Realness, Collaboration, and Engagement**. Hull's tools include:

- **Taming the amygdala:** The seat of emotional response, the amygdala can be both asset and a roadblock. Hull's techniques teaches leaders how to tame their brain so that they can rule their emotions instead of letting their emotions rule them.
- **Communication: it's a science!:** Hull, culling from recent neuroscience, demonstrates how linguistic patterns coupled with body language can make the difference between leaders that motivate and those that alienate.
- **Alpha to beta to alpha:** The time of alpha dogs is on the wane, opening up possibilities for a new generation of diversity in leadership. Hull includes quick-hit workouts to encourage fluidity between the alpha/beta paradigm, elevating all readers' emotional IQ.
- **Don't ask for feedback. Instead, look for feedforward:** Feedback focuses on previous behaviors. Instead of looking back on what hasn't worked, opt for feedforward to discover what can be done differently in the future.

As an executive coach to senior level-leaders of fast-growing companies such as Blue Apron and Dropbox and stalwarts such as HSBC and Unilever, and as the director of education and business development at the Institute of Coaching (a Harvard Medical School affiliate)—the nation's only academic research foundation dedicated to the profession—Hull has made it his priority to know the science behind good leadership. With **FLEX** as a guide, readers can transform themselves into effective, impactful leaders.

About the Author:

Jeffrey Hull, Ph.D., is an author, educator, and consultant with more than twenty years' experience partnering with C-suite executives on issues of high-performance leadership, change management, organizational strategy, structure, and culture. He is a highly sought-after facilitator, keynote speaker, and executive coach to both nonprofit and for-profit global organizations. The CEO of Leadershift Inc., a management consultancy based in New York City, he is also a clinical instructor in psychology at Harvard Medical School and an adjunct professor of leadership at New York University.

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“A world-class workout to strengthen the muscles of adaptive leadership—developing the powers of mind, body, and spirit to become the leaders the world needs now. As with all great coaches, Jeff embodies the skills and capacities he asks us to develop. With a series of in-depth exercises and compelling stories, he encourages us to assess our capacities as leaders and commit to working out with as much discipline and focus as we do at the gym.”

—**Margaret J. Wheatley, bestselling author of *Leadership and the New Science* and *Who Do We Choose to Be?***

"Jeff Hull's **FLEX** is a tour de force combining the art and science that makes for great leadership. With real-life stories, the latest science, and actionable strategies, this book is like a great coach: helping leaders up their game to a whole new level of success." —**Marshall Goldsmith, *New York Times* #1 bestselling author of *Triggers*, *Mojo*, and *What Got You Here Won't Get You There***

"Finally a highly readable book that brings the science of effective leadership down from the Ivy tower into the real world! In **FLEX**, Jeff's engaging stories about the struggles -- and triumphs -- of real-life leaders, not just famous CEO's, make it clear that anyone, truly anyone, can become the agile leader the world sorely needs today." —**Susan David, *Wall Street Journal* best-selling author of *Emotional Agility***

“This book is a must-read for anyone interested in navigating the complexities of leading today. Jeff invites you into his world as a seasoned executive coach, sharing his and his client’s journeys as they learn to **FLEX** their leadership to thrive personally and professionally. This is the go-to guide for anyone wanting to dig in and lead smart.” —**Tracy Duberman, PhD President, The Leadership Development Group and author of “From Competition to Collaboration: How Leaders Cultivate Partnerships to Drive Value and Transform Health”**