

**In the Author Spotlight,  
Dave Weber, author of  
*Leadership Redefined: The 12X's of Success for TODAY'S Leader***

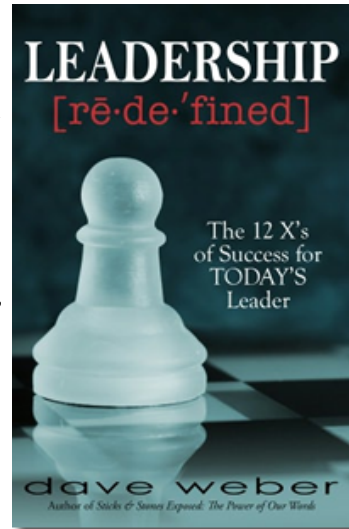


Dave Weber is a man of many hats: President and CEO of Weber Associates, a professional speaker for 25 years, husband, and father of 2 children, but his passion lies in writing. Weber writes, not only to educate, but also to inspire people to better themselves. With his new book, *Leadership Redefined: The 12X's of Success for TODAY'S Leader*, Weber targets the term leader, what it means, and who exactly is a leader.

Weber sets out to challenge the “traditional view” of what leadership is all about. Weber says, “For decades, when anyone spoke of leadership, they were pretty much referring to title, authority, or responsibility. Now, while leadership *can* certainly be about these things...**the reality is that in TODAY'S world leadership can also be about influence.**” *Leadership Redefined* explains that leadership is about so much more than a title. Weber uses an example of watching a group of kids on the playground. Not one of the kids has a title or any authority or responsibility, but there is one child influencing what is going on. That child is a leader.

There are two types of people that can take this book and become a better leader. The first type of person is a more “traditional leader,” by the nature of their position, authority, or responsibility within an organization they become leaders. The second type of person that can take something from this book is anyone who is a contributor and/or team member. This person can realize their influence and how it affects the people around them. “I believe one of the most important jobs of a leader is to develop what I call a ‘distributed leadership’ mentality amongst their team members,” says Weber, “Where everyone on the team understands that they have influence and to use their influence to positively impact what is going on around them in whatever position they have.”

What is unique about this book is that it is designed for an individual, team, group, or department to read together. Organizations can read one chapter a week and discover discussion questions at the end of the chapter to help everyone connect the dots to where they live and work. The whole book would take about one business quarter, or three months, to complete when reading one chapter per week. So, if you are a leader and want to fine-tune your leadership skills, or if you are just wanting positively impact what is going on in their life, then you can find *Leadership Redefined: The 12X's of Success for TODAY'S Leader* by Dave Weber at <http://webr.ws/Oglsbw>



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To purchase your copy of *Leadership Redefined: The 12X's of Success for TODAY'S Leader*, visit <http://www.weberassociates.com/leadershipredefined.aspx>

Return to the [Author Spotlight](#) index