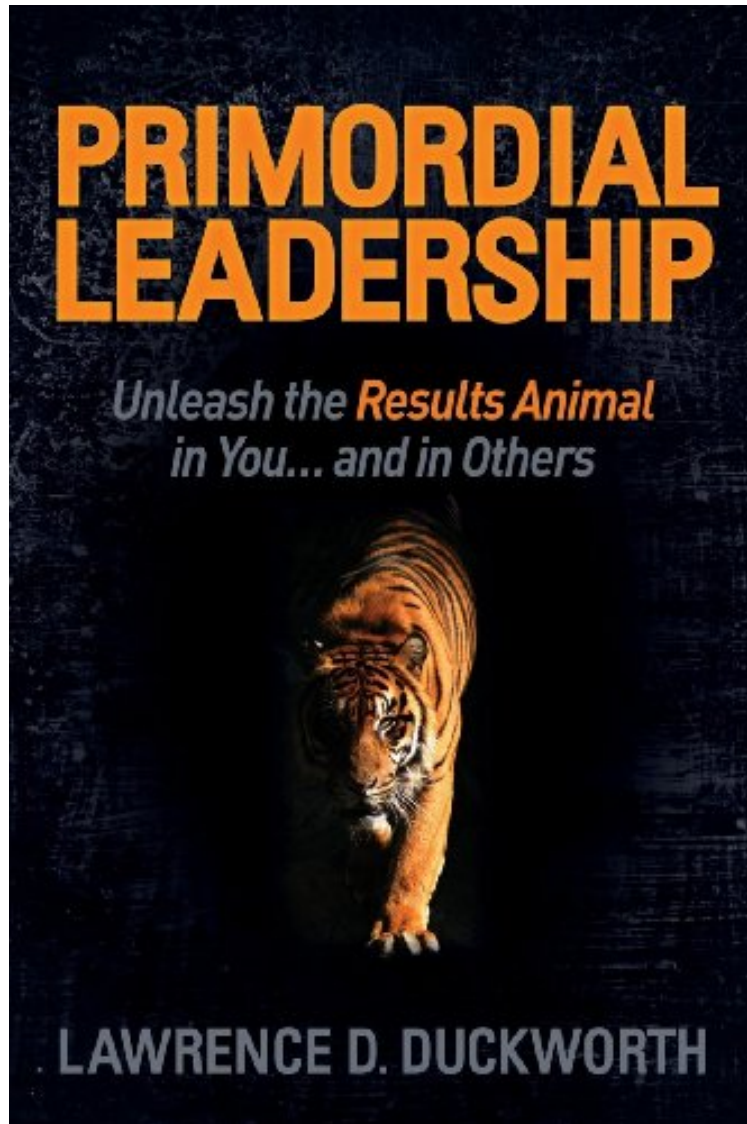


Primordial Leadership: Unleash the Results Animal in You...and in Others

Lawrence D. Duckworth

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0 of 0 people found the following review helpful. A New Lens on Leadership: This is a "must read" for every leader or aspiring leader! By Terry James McCoy Jr. Larry Duckworth presents an important new lens to view ourselves, our colleagues and even our social and familial relationships. This is an impressive and exciting work that is must read for

every leader or aspiring leader in a business or civic setting. The theories are data driven and supported by memorable anecdotes and stories that make this a fun read. If implemented well, the ideas presented by Mr. Duckworth can turn around your business, your non-profit organization, your community and your own life!

0 of 0 people found the following review helpful. Great Business Reference Book ...By Suresh SharmaA great reference work for all corporations, especially the large ones in the emerging industrial markets all over the world! Larry succinctly summarizes the great 20th century modern management principles, and embeds them in practical context of business strategy, competitiveness, leadership and other drivers to get desired results. There are very useful lessons for everyone looking forward to cross-pollinate best practices from one industry or competency to another. A very refreshing read for young and the seasoned business professional alike. The book uniquely combines author's own 30+ years of c-level leadership experience that has been further enriched with his lectures in college and for industry, research, and strategic consulting. This combination is unique and powerful. The action tools that are provided are powerful to use, to "walk the talk." Good refresher for all. - Suresh Sharma (Author of the "The 3rd American Dream")

1 of 1 people found the following review helpful. If you really want to be an effective leader read this bookBy Bob WaltersI pushed Larry Duckworth for years to write this book. I watched Larry's results when he worked with business owners and managers in large and small businesses. He has a unique, and positive leadership approach that really works to improve businesses' bottom lines. Primordial Leadership is Larry's "Tell All." Read the book. Implement his suggestions. You'll increase your bottom line.Ruth KingAuthor of The Courage to be Profitable

Traditional behavioral insights from Maslow, Herzberg, McGregor, Porter, Collins, and many others are helpful, but they stop short of the most basic and powerful drives behind human behavior. Also, they do not provide actionable methods and tools to use. The product of C-executive Larry Duckworth's 25 years of study and practice in applying neuroscience to the business world, education and research, Primordial Leadership introduces the six Neuroscience based Primal Drives and shows business leaders how to equip and motivate their teams to perform at the highest level. Many real-life examples, tools, methods, and more show leaders how to apply cutting-edge Neuroscience to their daily leadership challenges, including change management, whether in a large corporate setting, small business, nonprofit, government entity, the military or turn-arounds.

About the AuthorLawrence D. Duckworth is a serial C-executive with 25+ years of line leadership experience. He has an MBA, and has taught business courses at universities and for industry, and has served on non-profits boards. He is an inductee into the Beta Gamma Sigma National Business Honorary, and a U.S. Army veteran.