**Extraordinary Influence: How Great Leaders Bring Out the Best in Others**

**Release Date:**
Wednesday, April 18, 2018 9:36 am EDT

**Terms:**
Business and Finance

**Dateline City:**
Chichester, UK

**Contacts:**
To request a review copy or for further information please contact: Katy Smith, Publicity Manager, Wiley (Mon-Wed) T: +44 (0) 1243 770215, E: katysmith@wiley.com

By Tim Irwin Ph.D

Due to be published April 2018

£20.99/ EUR 22.80/ US$25.00

Hardcover and e-book

ISBN: 9781119464426

“We must declare a world-wide ban on the phrase, ‘Constructive Criticism’. It’s a true oxymoron,” argues Dr. Tim Irwin author of **EXTRAORDINARY INFLUENCE: How Great Leaders Bring Out the Best in Others**.

Recent research shows that the right kind of positive affirmation sets in motion huge positive changes in the brain. It releases certain neuro chemicals associated with well-being and higher performance. On the other hand, criticism creates just the opposite neural reaction. The most primitive part of the brain goes into hyper defense mode, compromising our performance, torpedoing our motivation and limiting access to creativity and ability to innovate and solve complex problems.

In most organisations, the methods used to provide feedback to employees such as performance appraisal or multi-rater feedback systems accomplish the exact *opposite of what we intend*. We inadvertently speak *Words of Death*. Brain science tells us that these methods tend to engage a natural “negativity bias” that is hardwired in us all. What if those we lead worked at their jobs with all their heart? Isn’t that what leaders, and even parents and teachers, really want—to stoke the embers of intrinsic motivation and to bring out the best in those we want to influence?

In **EXTRAORDINARY INFLUENCE** Dr. Tim Irwin details a new approach to align the organisation’s mission, strategy and goals, and a worker’s aspirations, hopes and dreams through *Alliance Feedback*. Leaders can speak *Words of Life* that truly transform those they lead.

Combining recent scientific research, decades of personal experience and the wisdom of top CEO’s across the globe, **EXTRAORDINARY INFLUENCE** shows leaders how to foster intrinsic motivation so that the individuals they lead become better employees, better students or better athletes.

Filled with great stories and practical examples, Irwin examines:

- The Dirty Dozen—Reasons Why Criticism doesn’t work
- Three Dimensions of Tactical Affirmations
- How to reach the Core with *Words of Life*
- We Need to Reinvent Performance Appraisal
- The Four Benefits of Alliance Feedback
- Performance Problems: How can they be remedied?
- Three Dimensions of Extraordinary Influence for Teams
- Four Transformations to bring out the best in High Potentials
ABOUT THE AUTHOR:

TIM IRWIN, Ph.D., is an author, speaker, and leading authority on leadership development, organizational effectiveness, and executive selection. For more than twenty years, he has consulted with many of America’s most well-respected organizations and top Fortune 500 companies. Tim’s past work has been featured on Fox News, Fox Business, Investor’s Business Daily, Wall Street Journal, and others. He has served in a senior management post for a US-based company with more than three hundred offices worldwide. Presently, he is managing partner of Irwin Inc., based in Atlanta, GA.

Visit www.wiley.com/go/press for the latest news from Wiley

Language:

English