



# The New Alpha: Join the Rising Movement of Influencers and Changemakers Who are Redefining Leadership

*Danielle Harlan*

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**The New Alpha: Join the Rising Movement of Influencers and Changemakers Who are Redefining Leadership** Danielle Harlan

**The modern leader's guide to building a unique and powerful leadership identity designed for long-term success**

The economy is transforming. Organizations are changing. Business strategies are being revolutionized. So any high achieving professional seeking to make her or his mark needs a radically different leadership model?and this book delivers it. Inspired by a small, but growing movement of influencers and changemakers, the *New Alpha* advances an innovative and integrated approach to leadership?based on the idea that truly great leaders focus?not just on achieving big goals?but also on *personal excellence* and *being a force for good* in the world.

*The New Alpha* provides easy-to-understand, evidence-based strategies that show the reader how to be the kind of leader who excels in the near future and for the long run: one who knows not only how to achieve her or his goals, but also how to cultivate fulfillment and act as a force for good in the world. Packed with interactive, relatable, and engaging content, *The New Alpha* empowers future leaders to discover their unique potential to become powerful influencers in a growing social movement.

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