



Greater Than Yourself: The Ultimate Lesson of True Leadership

Steve Farber

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An inspiring parable on the greatest leadership lesson of all—that the best leaders go beyond the tenets of the Golden Rule and help others to be better than they are themselves

Too many people assume that the timeless principles of genuine leadership—of helping others achieve their full potential—don't apply Monday through Friday during work hours or in any circumstance where a paycheck is involved.

In *Greater Than Yourself*, Steve Farber proves them wrong. With this powerful and eye-opening story, Farber shows that the goal of true leadership is to help others—teammates, employees, and colleagues—become more capable, confident, and accomplished than their leaders. Through the actions of a forward-thinking and extraordinarily successful CEO, Farber reveals the three keys to achieving what he calls GTY: Expand Yourself, Give Yourself, and Replicate Yourself.

Filled with thought-provoking ideas and actionable principles, *Greater Than Yourself* offers a powerful message for today's business leaders.

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