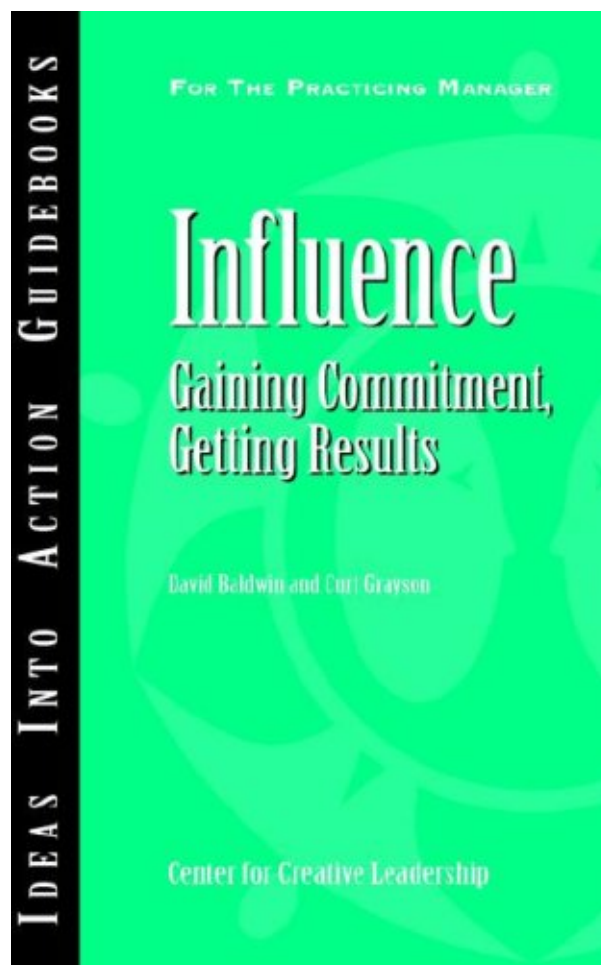
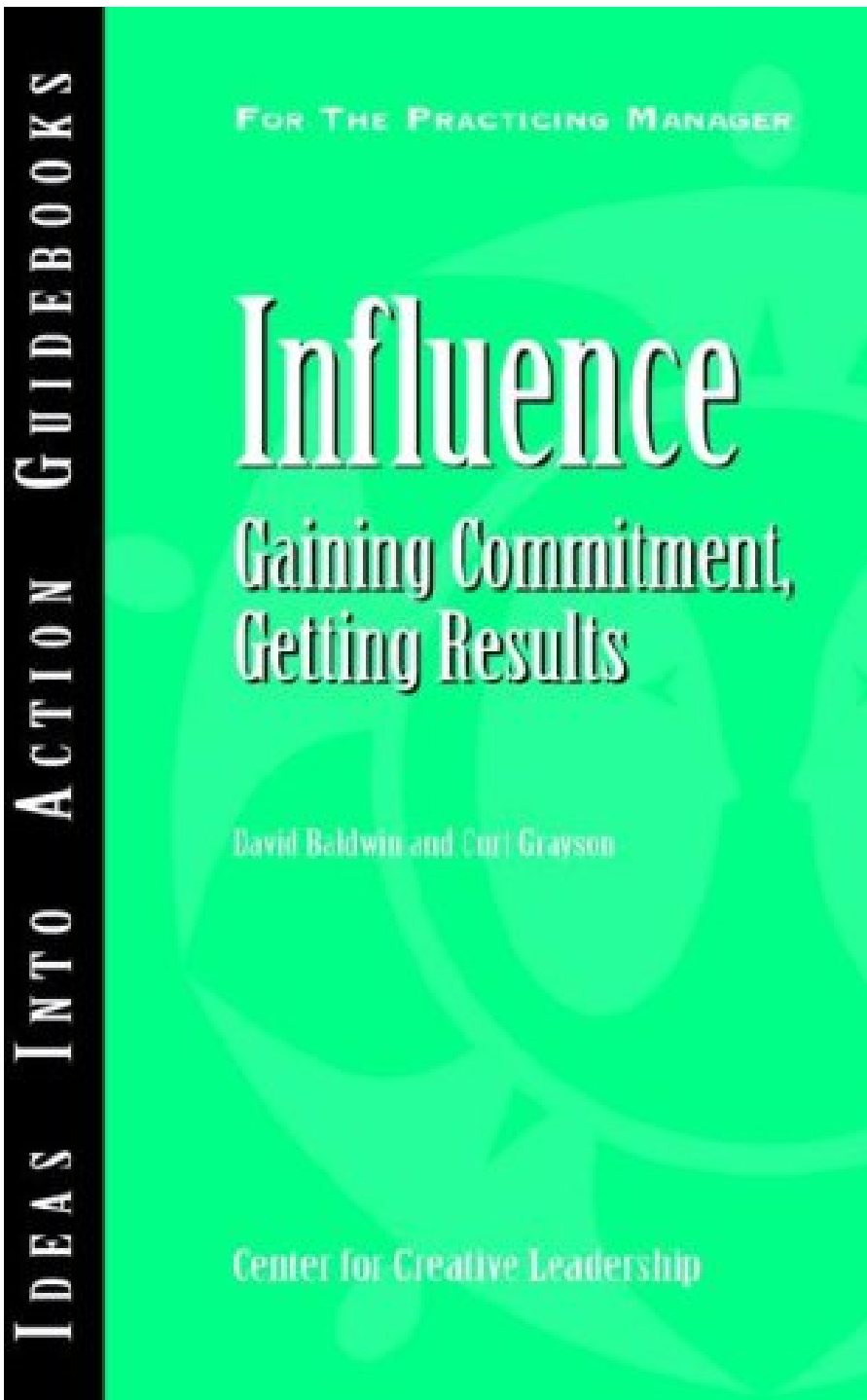


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This series of guidebooks draws on the practical knowledge that the Center for Creative Leadership (CCL) has generated, since its inception in 1970, through its research and educational activity conducted in partnership with hundreds of thousands of managers and executives. Much of this knowledge is shared-in a way that is distinct from the typical university department, professional association, or consultancy. CCL is not simply a collection of individual experts, although the individual credentials of its staff are impressive; rather it is a community, with its members holding certain principles in common and working together to understand and generate practical responses to today's leadership and organizational challenges.

The purpose of the series is to provide managers with specific advice on how to complete a developmental task or solve a leadership challenge. In doing that, the series carries out CCL's mission to advance the understanding, practice, and development of leadership for the benefit of society worldwide.

David Baldwin is a CCL faculty member based at the San Diego campus. Since 1995, he has managed and delivered leadership initiatives, including global blended learning programs, for CCL clients. As an executive coach, he engages clients to consider how to maximize their influencing capabilities. David holds a B.A. in speech communication from San Diego State University and an M.S. in organizational communication studies from Illinois State University.

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