



Leading Through the Turn: How a Journey Mindset Can Help Leaders Find Success and Significance (Business Books)

By Elise Mitchell

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THE JOURNEY MATTERS AS MUCH AS THE DESTINATION.

Scrap the map and go full throttle.

Most leadership books tell you how to set and achieve goals. This one is different. This one is written by a communications leader who's as passionate about riding motorcycles as she is about running her business. Her name is Elise Mitchell, and she wants to tell you about her journey?from starting her own agency to building a world-class brand to enjoying the ride along the way. But mostly, she wants to talk to you about your journey...

Ask yourself:

WHERE DO YOU WANT TO GO?

Pick a destination. Not just for your career, but for your life.

Answer this:

HOW DO YOU PLAN TO GET THERE?

Look at the road ahead. Then plot your course.

But be prepared for some major twists, turns, and detours.

Most importantly:

ARE YOU ENJOYING THE JOURNEY?

If not, maybe you need to throw away the map. Restart your engine.

And get ready for the ride of your life.

Whether you're just stepping into leadership an accomplished leader seeking something more, or simply stalled along the way, Mitchell's refreshing approach to modern leadership will help you navigate the curves and pit stops on your own path to fulfillment. You don't need a motorcycle. You just need to get revved up for the road ahead.

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Editorial Review

From the Back Cover

“Leadership is far more than just achieving the traditional marks of success. It’s about finding true significance in what we do. *Leading Through the Turn* will make you rethink your purpose and redefine your destination. Elise teaches us that the journey isn’t just a means to an end; it’s something to be savored and experienced. A must-read for every leader today.”

-- **John Addison**, former Co-CEO of Primerica; Leadership Editor, *Success Magazine* and *Wall Street Journal* bestselling author of *Real Leadership*

“This is such a fresh take on leadership--an in-the-trenches handbook from a leader who has found far more than just success in her journey. Elise inspires us to live a whole life, to make a positive difference for those we love and lead, and most importantly to enjoy the ride along the way. Authentic and compelling, you’ll definitely want this one on your leadership bookshelf.”

--**Donna Wiederkehr**, CMO, Dentsu Aegis Network, Americas

“In her well-crafted, highly instructive new book, Elise Mitchell shares an intimate view of her professional journey, learnings, personal growth and transformation. *Leading Through the Turn* is captivating reading for would-be entrepreneurs and leaders set on reinventing their future with new found tools and perspective.”

Dave Pottruck Former CEO, Charles Schwab Chairman of the Board, Hightower

“Elise Mitchell has been a pioneer throughout her career, building a successful and diverse communications agency with a refreshingly female perspective. Her business reflects Elise's own unique ability to connect with individuals at all levels and to steer a course with equal measures of charm and determination. Her inspiring journey provides a road map from which many others will now benefit.”

Andrew Flack Vice President Marketing and E-Commerce, Hilton Worldwide

“In *Leading Through The Turn* Elise Mitchell uses wonderful storytelling to describe her journey as a determined leader who not only achieved success, but also discovered passion and purpose along the way. Elise authentically shares her wisdom in such an absorbing fashion that leaders across the board will enjoy and benefit.”

Stephen Quinn Former CMO, Walmart Stores Inc.

“While reading *Leading Through the Turn*, I was reminded of why I value Elise Mitchell as a colleague and friend. Like Elise, her new book is inspiring, instructive and authentic. No matter where you are in your professional journey, you will learn from Elise’s stories and perspectives that she includes. As a female executive, I proactively seek out success stories of other female leaders who have navigated through the thick and thin to learn from their experience. This book is a must-read for all finding their way who wish to learn.”

Renee Wilson, President, PR Council

“I’ve met countless entrepreneurs through the years who have built great companies. But Elise is a one-of-a-kind leader with a story to match. When we bought her agency, we knew we were getting more than just a business strategist, we were getting a leader of character and commitment who could help Dentsu realize its global aspirations. This book shares her incredible story as well as the stories of many other exceptional

leaders who will inspire you to lead at your best.”

Yuzuru Kato Former Executive Vice President, Member of the Board, Dentsu Inc. President and CEO, Video Research Ltd.

“I’ve worked with many experts across a variety of industries, but Elise is that rare combination of savvy business-builder, authentic leader and passionate advocate for others. In *Leading Through the Turn*, she shares stories from the trenches of entrepreneurship that will change your attitude about both success and significance. If you want to lead in remarkable ways, this is your roadmap.”

John Hall CEO and co-founder, Influence & Co. Top 25 Influencers, Inc.

About the Author

Elise Mitchell founded Mitchell Communications in 1995, growing the boutique communications agency more than 500 percent in five years. In 2012, the advertising powerhouse Dentsu Inc. bought the company, retaining Mitchell as CEO and also elevating her to CEO of its public relations network. Her numerous professional honors include being named Entrepreneur of the Year and Agency Professional of the Year. She is a regular contributor to Entrepreneur.com, a wife, mom and motorcyclist.

Users Review

From reader reviews:

Marlin Peterson:

Have you spare time to get a day? What do you do when you have far more or little spare time? Yep, you can choose the suitable activity regarding spend your time. Any person spent their particular spare time to take a wander, shopping, or went to the particular Mall. How about open as well as read a book allowed *Leading Through the Turn: How a Journey Mindset Can Help Leaders Find Success and Significance* (Business Books)? Maybe it is to get best activity for you. You recognize beside you can spend your time along with your favorite's book, you can smarter than before. Do you agree with it has the opinion or you have additional opinion?

James Bassler:

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Lester Magno:

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Jonathan Rodriguez:

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