

What People are saying about *Leadership Two Words at a Time*

"If you're just starting out on your leadership journey, *Leadership Two Words at a Time* is the book for you! It's loaded with road-tested, practical, concise lessons that normally take years and years to learn. Consider this book your own personal leadership playbook and Bill as your personal leadership coach."

~David M.R. Covey, CEO of SMCOVEY and bestselling co-author of *Trap Tales: Outsmarting the 7 Hidden Obstacles to Success*

"Before you become a leader, you talk with coworkers about the boss. When you are the leader, you become the subject of their conversations, for good or bad! *Leadership Two Words at a Time* is the blindspot protection every new leader can use, a gentle guide to navigate yourself, your work, and your people as you take pressure from all sides."

~Becky Pluth, President & CEO, The Bob Pike Group

"I have read many books on leadership during my career, but none have provided the practical guidance reflection, and call to action that *Leadership Two Words at a Time* does. Bill's passion for developing new leaders shines through in every chapter. This is truly a must-read playbook, if you will, for every new leader. In fact, it's a wonderful resource for all leaders."

~Jeff Hayes, President & CEO, The Myers-Briggs Company

"Some people make leadership too complicated. Others, too simplistic. It takes a gift to find the sweet spot and make it simple, accessible, and powerful. Bill Treasurer speaks some timeless truths in his new book."

~Michael Bungay Stanier, author of the bestseller *The Coaching Habit*

"This timely, relevant, and actionable content is precisely what new leaders need to see and hear to be ready for the challenges of today's marketplace. Even more compelling is the alignment with the new generation's value and purpose-driven career foundations. It's good. Really good."

~Mark Breslin, CEO, United Contractors

"While Bill has written this book for new leaders, the wisdom packed into *Leadership Two Words at a Time* is equally beneficial for those who have been in leadership for many years (or decades). These concepts are time-tested, memorable, and easily applied to any leader at any level. Highly recommended."

~Chris Maslin, VP of HR & Organizational Development, The Biltmore Company

"*Leadership Two Words at a Time* hits all the right notes. It's full of practical wisdom that new leaders can immediately draw upon and seasoned leaders can use to remind themselves about why they wanted to lead in the first place. As CEO of a global organization dedicated to developing leaders, I found myself nodding "Yes!" many times as I turned the pages."

~Tacy M. Byham, Ph.D., CEO Development Dimensions International

"Bill has turned leadership advice on its head - giving real and practical steps for you to follow to become a better boss, starting today. Whether you're a new or veteran leader, if you're struggling to get help for your team and company, read this book and follow its advice!"

~Marshall Goldsmith - Thinkers 50 #1 Executive Coach and only two-time #1 Leadership Thinker in the world.

"Every new leader needs timely, helpful guidance. But not every leadership book delivers such a great combo of actionable, credible, useful content in a palatable, digestible, easy-to-process-and-recall form. *Leadership Two Words at a Time* delivers what every new leader needs. My two-word review: Read it!"

~Halelly Azulay, Leadership Development Strategist & CEO at TalentGrow, and host of The TalentGrow Show leadership podcast.

"While this book is a great resource for new leaders I found it invaluable for existing and senior leaders – especially as we are living through these unprecedented times. *Leadership Two Words at a Time* reinforces that we will find our way through by keeping our leadership focused on the right things, with perseverance."

~John Oswald, President/CEO, Mills Manufacturing

"Wherever you are on your leadership journey, you will benefit from reading *Leadership Two Words at a Time*. Bill Treasurer's new book will accelerate your progress and maximize your leadership potential."

~Skip Prichard, CEO of OCLC, Inc. and WSJ bestselling author of *The Book of Mistakes: 9 Secrets to Creating a Successful Future*

"*Leadership Two Words at a Time* is easy to read, creates space for reflection, and enables the reader to turn fresh insights into practical actions. The bonus tips provide easy reference to leadership gems that Bill recaps based on his vast experience and his wonderful storytelling skills. Engaging from start to finish, Bill's latest book is a valuable how-to guide for today's new and emerging leaders!"

~Howard Farfel, CEO, TalentSmartEQ



"Many new leaders find themselves confronting the same, overwhelming question: 'Now that I'm in charge, what in the world do I do next?' In this honest, funny, and deeply insightful book, Bill Treasurer delivers profound answers and, like the great coach that he is, poses plenty of challenging questions that deepen his impact on the reader even more."

~John R. Ryan, President and CEO, Center for Creative Leadership

"New leaders don't know what they don't know. Bill Treasurer has consolidated the most essential leadership lessons for new leaders in *Leadership Two Words at a Time*. Reading his unique insights made me wish I had had this book when I started my leadership journey in the USAF. I also recommend it for seasoned leaders to be reenergized and inspired by Bill's creative way of making leadership fun again!"

~Pamela Eyring, President, The Protocol School of Washington

"Aldridge Electric has been a client of Bill Treasurer's for over 15 years. His messages always resonate with our leaders because he gets to the heart of what actually works. *Leadership Two Words at a Time* will keep you focused on what matters most."

~Alex Aldridge, CEO, Aldridge Electric Incorporated.

"Bill Treasurer takes age-old wisdom and makes it breathe and make sense! He does this against the backdrop of these crazy, busy, worrisome times and leaves his readers with solid and practical ideas that can be implemented over a lifetime. Turn to *Leadership Two Words at a Time* when you (as a new leader) think:

- Why did I ever say yes to this role?
- There has to be a better way!
- How would someone else handle that?
- This is way harder than I ever thought!
- Egads, I need a good leadership coach!

If any of these made you smile ... get this book!"

~Beverly Kaye, coauthor, *Love 'Em or Lose 'Em*, and Lifetime Achievement Award-winner from the Association of Talent Development.