

40 Years of Unmatched Leadership Experience Condensed into 6 Small Steps

Halfway through a rather ordinary career in marketing, Doug Conant—a shy introvert with an internal competitive grit he kept hidden from the world—was fired without warning and with barely an explanation. Blindsided, he felt hopeless and stuck. He wondered: how had he not seen it coming? Yet this catastrophe turned out to be the best thing that ever happened to him. For the first time in his life, Doug began to consider what might be holding him back from realizing his potential, fulfilling his dreams, and making a bigger impact on the world.

Embarking on a journey of reflection, study, practice, and improvement, Doug forged a path to revolutionize his leadership and transform his career trajectory—ultimately ascending to the C-suite, CEO, and chairman ranks at three iconic Fortune 500 companies, occupying leadership positions on countless corporate and nonprofit boards, and founding his own boutique firm, ConantLeadership. What he learned along the way was truly life-changing. Now, he is sharing the secret to elevated career success, joy, and fulfillment in his new book, *The Blueprint: 6 Practical Steps to Lift Your Leadership to New Heights*, where he codifies a lifetime of knowledge into an actionable process designed to work in the here-and-now.

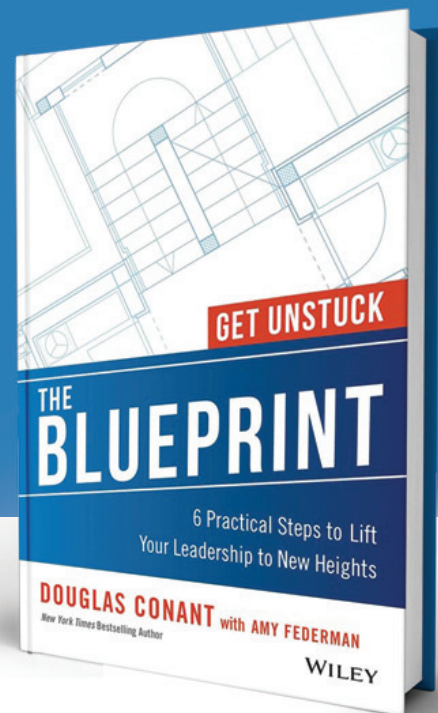
What Doug discovered on his journey is this simple but powerful big idea: Your life story IS your leadership story.

Many of the problems leaders face today are rooted in compartmentalization. Leaders believe their work life and their “real” life are two different things, so they develop a siloed self-expression: a “work” identity and a “personal” identity. And they’re at odds. Managing this tension becomes yet another task in a crushing litany of expectations and pressures.

It does not have to be this way. It’s time to try something else.

THE BLUEPRINT

From the only Fortune 500 CEO who is a New York Times Bestselling Author, a Top 50 Leadership Innovator, a Top 100 Leadership Speaker, and a Top 100 Most Influential Author in the World



"Doug Conant has long been one of America's most effective and enlightened leaders. And now he has written an essential book on leadership. Unlike many books in this genre, his is not a collection of wispy platitudes — but an eminently smart and practical guide for building a foundation for your entire professional life."

Dan Pink, Author of *When and Drive*

The Blueprint Is:

1. Built to help you lead like only *you* can.

To reach your full potential, you can't turn one part of you off or keep one part of you hidden; you need a practical roadmap for bringing your entire self to your work.

Doug's tested process helps you honor the truth that your life story and your leadership story are inextricably linked, and it teaches you to merge your two selves in symbiotic harmony, becoming one singular high-performance unit—equal parts effective and authentic.

2. Inspired by architecture, design thinking, and engineering.

Any structural engineer will tell you that the trick to building a soaring skyscraper is laying a deep foundation. Without a sturdy foundation, buildings are susceptible to calamities; they can topple under their own weight and may not be able to withstand natural disasters or high winds. The same thing is true in leadership.

Doug's firsthand experience leading thousands of people—and teaching and coaching hundreds more—has shown him that leaders need a sturdy and secure Foundation that tethers them to every facet of their unique personality and skillset. This lays the groundwork for enduring success that can thrive in the face of adversity.

3. Developed to nest into the crushing pace of modern life.

Today's professionals are overwhelmed by a deluge of competing priorities and unprecedented complexity. They want to do better, to be more true to themselves, but they don't know where to start—and are unsure how they might be received if they dared to try. *The Blueprint* addresses this with its overarching rallying cry: Forget Perfection.

The way to build your leadership Foundation in the face of perpetual pressure and looming to-dos? Start small. Championing progress not precision, Doug's 6-step process is incremental and iterative, broken up into manageable chunks for today's busy leaders—from the front line to the C-suite.

Many leadership books teach you to emulate somebody else's leadership approach; this one empowers you to lead more like you. Leveraging groundbreaking insights from a 40-year leadership journey coupled with the most current science on habit-building, *The Blueprint* combines true-and-tested exercises for self-discovery with an experience-backed manifesto on the ten foundational tenets of "leadership that works" to create the quintessential treatise and manual on leadership for our times.



"The Blueprint is a rare offering with perfect timing . . . Conant's process will help you to explore your unique strengths—fearlessly."

Amy Edmondson
Novartis Professor of Leadership
and Management
Harvard Business School