ASJMC: A Call for Leadership

“Building Bridges to University Leadership”

- We are Them
- Everyone’s Biggest Donor
- Understanding University Mission, Goals and Priorities
- Alignment
- Sponsored Research
- Offering Our Expertise
- Leveraging Our Profile
- Our Student Ambassadors
- Communication
- Appreciation
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Notes are from Dean Christopher Callahan

- “Good to Great” By Jim Collins
  If I had only one leadership book to read, this is it. You will find many of our Cronkite leadership values embedded in here, but much much more.

- “Primal Leadership: Realizing the Power of Emotional Intelligence” By Daniel Goleman
  I am a real believer in that EQ is the single most important element of leadership (even beyond IQ, experience and content expertise). Goleman literally wrote the books on EQ.

- “True North: Discover Your Authentic Leadership” By Bill George
  A former corporate CEO draws on 125 interviews with top leaders to tell us how finding and staying true to your values, beliefs and passions results in the most impactful leadership.
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• “Start with Why: How Great Leaders Inspire Everyone to Take Action” By Simon Sinek
  An extraordinary simple, but powerful, concept: Why do we do what we do.
• “Drive” By Daniel Pink
  An insightful exploration of Motivation 3.0 – intrinsic (vs. extrinsic) motivation.
• “Lean-In: Women, Work and the Will to Lead” By Sheryl Sandberg
  I was struck when Rebecca told me how this book shaped her thinking on leadership. I read it and saw immediately why.
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- **“Shackleton’s Way”** By Morgot Morrell and Stephanie Capparell
  The leadership of arctic explorer Sir Ernest Shackelton is based on a simple characteristic: Optimism. I read this book years ago and it helped inform the kind of leader I wanted to try to be.

- **“Essentialism: The Disciplined Pursuit of Less”** By Greg McKeown
  As it turns out, less truly is more. I thought this was so powerful we bought copies for the entire Arizona PBS leadership team.