


# The Inside-Out Effect: A Practical Guide to Transformational Leadership


By Behnam Tabrizi, Michael Terrell



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The Inside-Out Effect reveals powerful lessons on leadership and achieving your full potential as taught at Stanford University’s Graduate and Executive Education Program. It draws upon cutting-edge neuroscience and research from psychology, sociology, and philosophy to create a comprehensive guide for leaders at any level to reinvigorate their lives and the lives of those they affect by pursuing inner-outer alignment. The Inside-Out Effect is based on a three-part process called KNOW-BE-LEAD. Through this method, the authors offer a series of powerful tools that take you to the brink of experiencing your work and life as a calling. They take you into the heart of greater fulfillment, performance, and leadership. Whereas many leadership development books focus on a series of “quick fix” techniques, this book begins and ends with understanding and cultivating yourself. When you begin to live and lead in alignment with your authentic self, you embark on an incredible journey toward peak performance and peak happiness.

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## **The Inside-Out Effect: A Practical Guide to Transformational Leadership By Behnam Tabrizi, Michael Terrell Bibliography**

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### Editorial Review

#### Review

"Behnam Tabrizi's *The Inside-Out Effect* is a breath of fresh air. His portrayal of the leader of the 21st Century is 'right-on-the-money.' Great leaders will prove to be the most precious commodity on Planet Earth in the coming decades. Would-be leaders should read Behnam's book carefully and incorporate his ideas and ideals in everything they do. *The Inside Out Effect* is a rallying point for our global leaders for the coming century. This is the 'right stuff.'"

—**Dan Walker, Chief Talent Officer, JCPenney and Former Chief Talent Officer, Apple, Inc.**

"Behnam's work helps you lead by helping you know yourself, what you're about, so that you can lead an effective and balanced life. Being your own leader enables you to lead others. That's key to leadership in a world that's changing all the time. Behnam offers real, effective advice, which can really help you out."

—**Craig Newmark, Founder of Craigslist**

"We have all seen it in sports teams; I have witnessed it first hand with teams that land robots on Mars. Exceptional leaders succeed with the same team that had underachieved previously under different leadership. *The Inside-Out Effect* guides you to probe deeply within to discover the authentic leader inside you. It is a refreshing holistic approach to developing leadership. This is a book that is meant to be interacted with and not merely read—more like a workbook. I highly recommend it."

—**Dr. Firouz Naderi, Director, Solar System Exploration and Former Mars Program Manager NASA's Jet Propulsion Laboratory (JPL)**

"Taking Professor Tabrizi's class was one the most transformative experiences I had at Stanford University because I realized that leadership is not about emulating other leaders, but looking inside myself and living a life of commitments that truly fulfill me. For you can not take full advantage of yourself unless you know who you are, by understanding what principles shape you, and most importantly what drives you every day."

—**David de Castro, First-Round 2012 NFL Draft Pick, Pittsburg Steelers**

"*The Inside-Out Effect* is like a sports coach for assisting you in reaching beyond your wildest aspiration. Use the tools in this book, as I have, to transform your life!"

—**Christopher Sullivan, FOX Sports Commentator and Former National U.S. Soccer Player**

#### About the Author

**Behnam Tabrizi** is a leading global business consultant, bestselling author, and award-winning teacher and scholar. He is a Consulting Professor at Stanford University's Department of Management Science and Engineering, and an authority on corporate and leadership transformation who has worked with numerous Fortune 500 companies and government organizations in achieving breakthrough results. Dr. Tabrizi has written five books on transformation, and has held positions at Harvard Business School and the Stanford Graduate School of Business. He is the Chairman of Rapid Transformation, LLC, ([rapidtransformation.com](http://rapidtransformation.com)).

**Michael Terrell** is a leader in the personal transformation field and founder of the Terrell Leadership Group—a firm that helps people perform better as leaders and as human beings through powerful inside-out change. He regularly facilitates learning groups for the *Interpersonal Dynamics* course at the Stanford

Business School.

## **Users Review**

### **From reader reviews:**

#### **Sarah Maddocks:**

Have you spare time for a day? What do you do when you have more or little spare time? Yep, you can choose the suitable activity for spend your time. Any person spent their particular spare time to take a wander, shopping, or went to typically the Mall. How about open or even read a book entitled The Inside-Out Effect: A Practical Guide to Transformational Leadership? Maybe it is to become best activity for you. You realize beside you can spend your time using your favorite's book, you can smarter than before. Do you agree with it is opinion or you have additional opinion?

#### **Lorri Nicholson:**

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#### **Bernice Mignone:**

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#### **Brenda Lewis:**

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