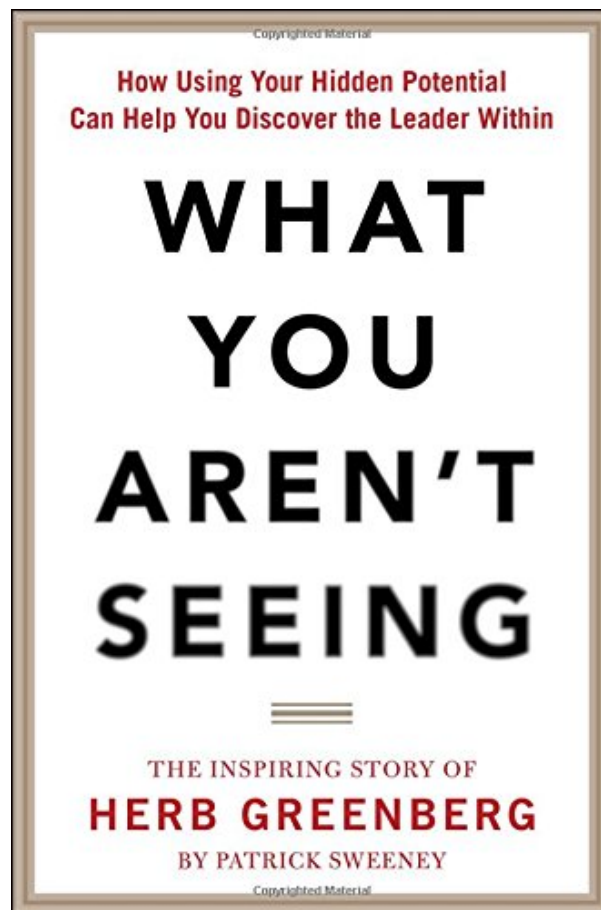


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**How Using Your Hidden Potential  
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# **WHAT YOU AREN'T SEEING**



THE INSPIRING STORY OF  
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Patrick Sweeney is a New York Times bestselling author and speaker who has engaged audiences around the world on how to recognize and develop their true potential.

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Be truly inspired, discover your potential, and leverage it to drive organizational success

What You Aren't Seeing uniquely combines the uplifting story of Herbert Greenberg, the founder of a global management consulting firm, with insights into the psychology of leaders and practical guidance on uncovering and developing true leadership potential in yourself and others.

This life-changing guide shows you how to question your habits, preconceptions, and strategies for connecting with people in order to identify your personal leadership strengths and optimize them for personal and career growth. By using the same approach to draw out others' stories, you can relate in meaningful ways, see their potential, and help them become more influential players on team initiatives.

While following Herb's firsthand accounts of losing his sight, then gaining a perspective, you will hear an inspiring personal story of setbacks and triumph, while also learning:

- The eighteen principles of extraordinary leadership organized to provide the convenience of a how-to guide
- Accessible explanations of the psychological underpinnings that motivate us, attract people to us, and drive us to take risks and challenge the status quo
- Thought-provoking discussions and focus questions to embolden you to dig deep into the core of your character and fortify your leadership presence

Whether you're beginning your career or want to become a more formidable leader, mastering the social cues and strategies for interacting in inspiring ways gives you a distinct competitive advantage?What You Aren't Seeing is exactly where you need to look to gain an edge.

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- 304 pages

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## Most helpful customer reviews

3 of 3 people found the following review helpful.

What's Your Leadership Story?

By Margaret H. Greenberg

The story of Herb Greenberg, founder of Caliper, will inspire you to reflect deeply on your own leadership story. Patrick Sweeney is a master storyteller: At times *What You Aren't Seeing* reads like a juicy novel and at other times it reads like a Harvard Business School case study. I found myself answering the reflection questions at the end of each chapter to uncover my own leadership story. If you are a coach, you will also find the questions useful in helping your clients search inside themselves for their own leadership story.

I must admit I was skeptical when I first scanned the Table of Contents and saw a chapter titled "Sports". As a female entrepreneur and lifelong student of leadership I often tire of sports analogies because they are typically about male teams and I don't identify with them. While there is quite a bit written about the Brooklyn Dodgers who were influential in Greenberg's childhood, I was pleasantly surprised to learn the results of one of Caliper's studies. Using their in-depth personality assessment, as well as interviews of female leaders in the US and UK, they found that women demonstrate leadership behaviors, such as listening and collaborating, that make them uniquely suited to be successful in today's global marketplace.

The added bonus? With the purchase of *What You Aren't Seeing* you gain access to Caliper's on-line leadership assessment for FREE! As told on page 192, after Herb offered his University of Michigan MBA class this same assessment: "...one person in this class is not cut out to be an entrepreneur...The reason I know this is because you were each offered to take Caliper's in-depth personality assessment for free and one of you did not take the assessment. What I can tell you, for sure, is that I never met an entrepreneur who passed up an opportunity to get anything for free." Don't pass up the chance to take this assessment either and read a book that will captivate and inspire. By the way, Herb Greenberg is no relation to me, although I wish he were!

Margaret H. Greenberg, is the co-author of the Amazon bestseller *Profit from the Positive: Proven Leadership Strategies to Boost Productivity and Transform Your Business*, with a foreword by Tom Rath.

1 of 1 people found the following review helpful.

A MUST READ For Leaders and Entrepreneurs!

By Michael H. Fleischner

Very engaging book that provides leadership insights for business owners and entrepreneurs. I found this book to be very informative, entertaining, and educational. I was particularly interested in leadership abilities and found the book helpful in determining leadership qualities and traits. Not only does the book chronicle the life of CEO Herb Greenberg, but uses his story as a backdrop for important leadership lessons. Each chapter includes self-discovery questions to guide you through assessing your own story and where the potential to lead originates. These questions help to guide your own thought processes and challenge deeply held beliefs that may be holding you back. If you're looking for an entertaining read that will help you on your leadership journey, I highly recommend this book.

0 of 0 people found the following review helpful.

A Biography that Leads to Insight

By Fourmaples

This biography of Herb Greenberg does an excellent job of using his story to help bring out one's own authentic self. It is well-written and well-edited, and a pleasure to read. I left off one star because the book assumes that every reader holds theories of psychology with the same level of "faith" as the author and the subject. I found much to apply, but have misgivings on some psychological theories, so some sections didn't



resonate with me. Whether you're from Brooklyn or not, it's worth the read!

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