



Paid to Think: A Leader's Toolkit for Redefining Your Future

By David Goldsmith

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Have you ever thought about the fact that a craftsman has more and better tools to solve challenges on the job than the leader of a business or organization does? Leadership “tools” are usually defined as computers, spreadsheets, data, and even experience, but in reality, leaders need thinking tools that are hard to come by, so they find themselves hunting and pecking for answers in books, at seminars, through on-the-job training programs, from mentors, and at business schools, and still, they’re left with gaps. Surely, most leaders are good at what they do, but the daily challenges of their jobs, like accelerating growth, increasing productivity, driving innovation, doing more with less, and balancing work with life don’t come with some sort of leadership toolkit...until now.

In *Paid to Think*, international consultant David Goldsmith presents his groundbreaking approach to leadership and management based on research revealing the twelve specific activities that all leaders perform on a daily basis, and he provides you with each activity’s accompanying tools and instructions proven to boost your performance and that of your entire organization.

Take the uncertainty out of everyday leading, convert ideas to realities, and maximize your intellectual value. Learn how decision makers at some of the world’s most successful organizations have already used *Paid to Think*’s universal and easily transferable tools—regardless of their industries, sectors, geographic locations, or management levels—as their greatest advantages in achieving more, earning more, and living more.

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Paid to Think: A Leader's Toolkit for Redefining Your Future By David Goldsmith Bibliography

- Sales Rank: #136654 in Books
- Brand: Brand: BenBella Books
- Published on: 2012-10-23
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x 1.70" w x 7.40" l, 2.95 pounds
- Binding: Hardcover
- 544 pages



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Editorial Review

Review

“We put David's concepts, methodologies, and practices to the test in our organization. The impact was transformational. It has changed not only the way we lead our company, but it has also planted the seeds of change in our corporate culture that will drive our future success. Our company will never be the same again.”

—**Thomas Woo, President, city'super Group, Ernst & Young Entrepreneur of the Year Hong Kong/Macau 2011**

“David Goldsmith, professor at New York University, has taught me valuable concepts and actionable tools that I have used in leading the marketing team to produce business results never before matched. Our team was tasked to double the business in five years, and we were able to do so in only three years. Working with David's business principles and workable tools increase the probability of successfully growing the business and delivering outstanding business results.”

—**Faye Christine Matriano, Group Product Manager, RFM Corporation**

“Leaders need to think more and think better to meet the challenges they face and to grow their businesses. David Goldsmith explains how to do just that in *Paid to Think*. He brings structure and rigor to how leaders can think more effectively with easy to understand principles and practices. I recommend this book.”

—**Mark Sanborn, President, Sanborn and Associates, Inc., and Bestselling Author, *The Fred Factor* and *You Don't Need a Title to be a Leader***

About the Author

David Goldsmith is a consultant, advisor, NYU instructor, speaker, telecast host, and author. He is the president of MetaMatrix Consulting Group and holds an MBA from Syracuse University. Through his work with leaders from around the globe, Goldsmith is the developer of the Enterprise Thinking model, a holistic approach to leadership and management based on the activities and tools that all decision-makers need to solve challenges and create opportunities.

His expertise and advice is sought by leaders and managers worldwide, in businesses of all sizes, nonprofits and associations, and organizations including the military, government, and education.

Goldsmith was named by *Successful Meetings* magazine as one of the Top 26 Hottest Speakers in the speaking industry. He received NYU's Outstanding Professor of the Year Award for developing and teaching two core courses, and his history of business success earned him The Citizens Foundation of Central New York's Entrepreneur of the Year Award and the Central New York 40 under 40 Leadership Award.

He serves on the national board of directors of the Institute of Management Consultants and hosts the organization's telecast series, Consultapalooza. Goldsmith is also the founder and telecast host of the New York State Chapter of the National Speakers' Association. In addition to authoring more than 500 published articles, he is a regular columnist for several organizations and publications.

He resides in Manlius, NY, with his wife and two sons.

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Randall Yang:

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