

The *New York Times* bestselling author of
What Got You Here Won't Get You There and winner of the
Harold Longman Award for best business book

Mastering
the 4 keys:
Identity,
Achievement,
Reputation,
Acceptance



MOJO

How to Get It,

How to Keep It,

How to Get It Back

If You Lose It

MARSHALL GOLDSMITH

WITH MARK REITER

Resumo de Mojo: How to Get It, How to Keep It, How to Get It Back If You Lose It

Mojo is the moment when we do something that's purposeful, powerful, and positive and the rest of the world recognizes it. This book is about that moment--and how we can create it in our lives, maintain it, and recapture it when we need it.

In his follow-up to the New York Times bestseller *What Got You Here Won't Get You There*, #1 executive coach Marshall Goldsmith shares the ways in which to get--and keep--our Mojo.

Our professional and personal Mojo is impacted by four key factors: identity (who do you think you are), achievement (what have you done lately?), reputation (who do other people think you are--and what have you've done lately?), and acceptance (what can you change--and when do you need to just "let it go"?).

Goldsmith outlines the positive actions leaders must take, with their teams or themselves, to initiate winning streaks and keep them coming. Mojo is: that positive spirit--towards what we are doing--now--that starts from the inside--and radiates to the outside.

Mojo is at its peak when we are experiencing both happiness and meaning in what we are doing and communicating this experience to the world around us. The Mojo Toolkit provides fourteen practical tools to help you achieve both happiness and meaning--not only in business, but in life.

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