



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

By Marshall Goldsmith

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## Mojo: How to Get It, How to Keep It, How to Get It Back If You Lose It By Marshall Goldsmith

*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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### Editorial Review

Review

"Marshall is a great coach and teacher." -- J.P. Garnier

"Marshall's proven improvement process Rocks! -- Alan Mulally

"Perhaps the greatest teacher of leadership on the planet." -- Jim Moore

About the Author

**Marshall Goldsmith** is widely recognized as the world's leading authority in helping successful leaders achieve positive, lasting change in behavior: for themselves, their people, and their teams. In November 2009, he was named by *The (London) Times* and *Forbes* as one of the fifteen most influential business thinkers in the world. The American Management Association has listed Dr. Goldsmith as one of the fifty great thinkers and leaders who have influenced the field of management over the past eighty years. He is one of a select few executive advisors and coaches who have been asked to work with over 100 major CEOs and their management teams. Marshall teaches executive education at Dartmouth's Tuck School and other leading business schools. His books have sold over one million copies and have been translated into thirty languages. He has regular blogs on *Harvard Business*, *BusinessWeek*, and *The Huffington Post*.

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