



# The Golden Flame: The Heart and Soul of Remarkable Leadership

*Dr. Keith Merron*

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Which forces produce great leadership in some and prevent it in others? Disappointment in leadership in every walk of life is at an all-time high. The problem isn't in our appreciation of how to lead. The problem is in making it happen. Until now, little had been understood about why few people are able to adopt genuinely effective leadership characteristics. The gap between knowing how to be a great leader and actually being one is monumental. How do you bridge this gap? The Golden Flame answers these questions. By interviewing remarkable leaders who are charting new paths- and entering a deep exploration of their lifelong journey- Dr. Keith Merron had discovered the keys to the heart and soul of great leadership. His findings are based on a group of remarkable leaders including: • Mary Taverna, who was instrumental in bringing the hospice movement to the United States. • Bannus Hudson, former CEO of LensCrafters and BevMo, who successfully took two companies from mediocrity to greatness. • Mimi Silbert, whose nonprofit organization touches the lives of thousands by helping people who are down and out to take charge of their own lives. • Gorden Gund, a blind man with extraordinary vision who, with humility, determination and simple principles of trust, founded and now leads numerous successful businesses. Each of these leaders, and so many others, teaches us not just about who we are, but who we can become. Dr. Merron's discoveries rock the foundation of current tenets of leadership. Great leadership is not about embodying qualities or characteristics that others define or describe. It's about an inner drive to become and express more fully who you already are. By finding the wellspring from which remarkable leadership springs, The Golden Flame shows the behaviors, attitudes, and approaches that define a new era of leadership and organizational life. Throw away all that you've learned about leadership as a set of qualities, behaviors, and competencies, and join Dr. Merron on a journey of leadership that is eye-opening, inspiring, heartwarming.

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