



TERRY GURNO
INSPIRE. EMPOWER. WIN.



At TERRY GURNO, we believe there is greatness in every person. When people discover, understand, and leverage their greatness they become their best self, make their greatest contributions, and live a life of significance, personally and professionally.

To become an effective leader, most of us intuitively know that it means helping those around us succeed too. Yet we are often preoccupied with our own success and the people we lead become a source of frustration or hindrance. **LEADING IS ART** helps you move past this.

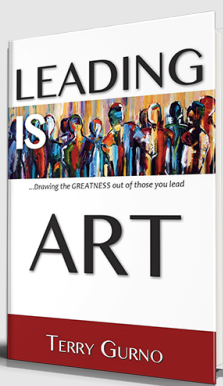
LET'S DRAW OUT THE GREATNESS IN YOU AND THOSE YOU LEAD!

Book by Terry Gurno

LEADING IS ART

Drawing the GREATNESS out of those you lead

Terry's first book will change your understanding of what it means to lead. In **LEADING IS ART**, Terry reveals leading to be a purpose, a passion and an art form, the sum of which demonstrates a simple but powerful truth: it really isn't about control. It's about recognizing the potential for greatness in those you lead, and bringing it out.



LEADING IS ART

Many leaders rely heavily on the science of leadership – meaning data-based rational strategies – and neglect the messy 'art' of leading people. This creates problems.

TERRY GURNO helps leaders reset and refocus on people. By putting others first, leaders discover how to bring out the best in their teams. And when leaders embrace their identity as a leader-artist, they experience a shift away from externally driven stress and toward internal significance.

During this 60-minute presentation you will:

- Learn the difference between leadership and leading, and why it matters.
- Identify the mindset shift that must take place to be able to win through others.
- Discover the 3 primary roles of a leader.
- Explore how to discover and develop potential into performance.

"Leading is art and leaders are artists."

- Terry Gurno, co-founder and CEO

ABOUT TERRY

Terry is a co-founder and the CEO of Terry Gurno. Drawing from thirty years of experience as a speaker, ministry leader, and CEO of a national real estate company, Terry understands first-hand the transformational impact that approaching leading as art can have on people's lives. His experiences in leading others and drawing out their greatness were the catalyst that revealed his true purpose: to create an organization that inspires and empowers leaders to new levels of strength-based, meaningful success.