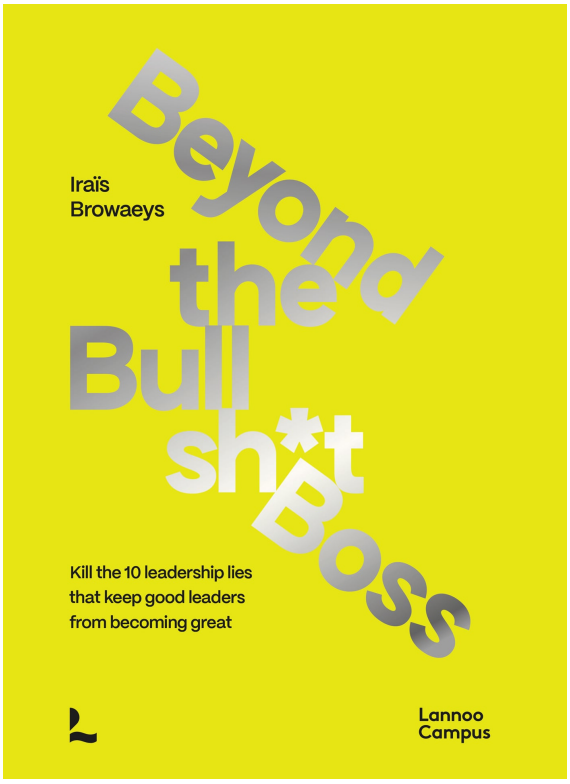
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Beyond the Bullsh*t Boss

Kill the 10 leadership lies that keep good leaders from becoming great

Iraïs Browaeys

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- Ten recognisable lies leaders tell themselves, each paired with a real leader's story and a tool you can use immediately
- A confronting, no-bullsh*t one-year path from a checked-out or burning-out team to one that wins for the long haul
- Written by a leadership coach working inside the world's most demanding boardrooms at Danone, Moderna, PepsiCo, Salesforce and NATO
- Your best people quietly check out and quit long before they quit the job — and losing them costs far more than learning to lead them
- In the age of AI, your real edge is no longer expertise but the human skills that help a team adapt
- Someone to hold up the mirror, show you your blind spots and make leading radically simple for the long haul

Beyond the Bullsh*t Boss exposes the ten lies leaders tell themselves, from "I need to have all the answers" to "greatness only comes from the grind." Through four leader types, corporate gamechanger Iraïs Browaeys reveals why your leadership stalls, holds the mirror to your blind spots, with stories and exercises proven in the world's top boardroom. A one-year path from a team checked out or burning out to one that wins long-term. No bullsh*t.

Iraïs Browaeys is a corporate gamechanger who builds winning cultures inside the world's most demanding boardrooms, from Danone and Moderna to PepsiCo, Nike, Salesforce and NATO. Fed by a background in psychotherapy and a radically simple approach, she coaches C-level leaders who don't want to win one game, but the championship.

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