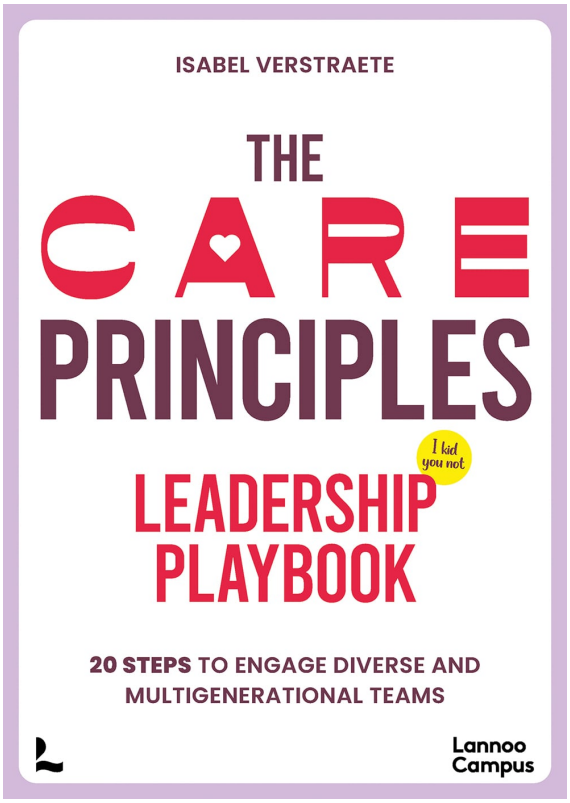
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The CARE Principles – Leadership Playbook

20 Steps to Engage Diverse and Multi-Generational Teams

Isabel Verstraete

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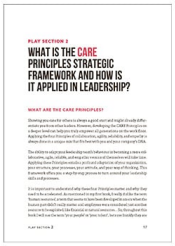
- Hands-on, universally applicable leadership model
- Tailored for the diverse needs of generations
- Practical, real-world insights from leaders in the CARE Principles podcast

The CARE Principles – Leadership Playbook leads us into the new era of leadership. This book shows us how to bridge the gap between different and diverse generations in our teams using the CARE Principles: Collaboration, Agility, Reliability, and Empathy. Through an easy 20 step process, practical tips and real-life stories from leaders like you, it breaks down how CARE can transform your team, making them perform better and feel truly engaged with your organisation. The time for new leadership action is now.

Isabel Verstraete worked in advertising and marketing in the Netherlands, France and Belgium before founding her own strategic consultancy in 2011. She is president of FAM, Female Association of Belgian Marketeers.


PLAY SECTION 1
WHY I CONTINUE TO ADVOCATE FOR THE CARE PRINCIPLES: A PERSONAL NOTE ON MY PURPOSE IN LIFE


Trends, like horses, are easier to ride in the direction they are going.


PLAY SECTION 2
WHAT IS THE CARE PRINCIPLES STRATEGIC FRAMEWORK AND HOW IS IT APPLIED IN LEADERSHIP?

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