

The Accidental CEO Reveals the Missing Link Between Wanting an Extraordinary Organization and Creating One.



Tom Voccola
About the Author

An energetic entrepreneur and CEO Coach for more than two decades, Tom is a visionary. His passion is in inspiring a new generation of leaders. Leaders who transcend ego and its fear based agenda, to discover the authentic fulfillment of Self and Others while co-creating a Game Worth Playing.

Tom's success stems from his insatiable curiosity and his ability to translate esoteric concepts into language that can be understood by the rest of the world. His understanding of what makes relationships work and how good relationships work for the good of the company led him to create the concepts that rapidly re-align organizational cultures behind a leader's new Vision of the future.

An avid sailor, Tom sails his Classic 44 Mercer sloop *Sea Fever* out of Ventura harbor and lives with his wife, best friend and CEO² co-creator, Frances Fujii, in Thousand Oaks, California.

You can read more about Tom and his company at CEO²'s web site www.ceo2.com

“A brilliant work...as insightful as it is exciting and as instructive as it is fascinating. A true page turner, a solid CEO instruction manual and an exquisite tale.”

- Jay Conrad Levinson, Author, Guerrilla Marketing

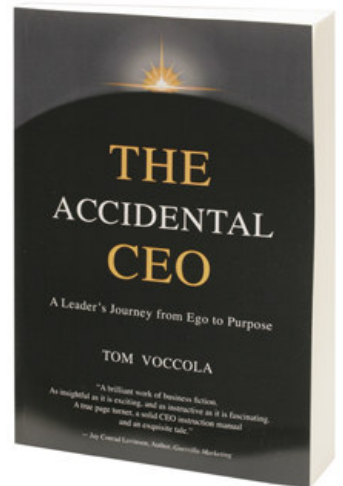
Have you ever wondered – with all of our Ph.D.s, MBAs, Best Practices, Business Gurus, Management Consultants and High Technology – why 74% of managers still report being disengaged at work?

Something's missing, and it's right in front of you!

Written for CEOs, entrepreneurs, executives and others wanting to make a quantum leap in their power, influence and performance as a leader, Voccola focuses the reader on *leading authentically from one's Purpose and Passion* rather than following the current trend of *modeling the behaviors and expectations of others*. Where others fail, Voccola succeeds in showing us how to unleash the Purpose and Passion in ourselves and others using an engaging story.

“There are six levels of human engagement,” says the author. “Management focuses on controlling the bottom three levels of **capability, behavior and environment**. Yet, as most of us have experienced first hand, trying to control behavior offers limited sustainable results. Authentic leaders, those that we write about and revere, succeeded by inspiring people. They engaged people at the higher levels of their **Belief, Identity and Spirit**. These are the levels of sustainable change.”

“I'm not big on motivational therapy, but this is one of the most compelling, authentic, honest business books I've ever read. It grabs you where you live -- you see and hear yourself in the struggle, and more importantly, in the victories of this book. Do yourself a favor -- believe that YOU can do this too.” - Jim Russell, Creator of *Marketplace* for NPR



The Accidental CEO available on Lulu.com, Amazon.com, and Barnes&Noble.com