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FORWARD BY MARSHALL GOLDSMITH

Marshall Goldsmith has written twenty-three books and been named by the American Management Association as one of 50 great thinkers and leaders who have influenced the field of management over the past 80 years.

PART I

IMPROVE YOUR PERCEPTION TAKE CONTROL OF HOW OTHERS SEE YOU

Perception begins to form from the very first encounter, and it is the first area that Joel's corporate business and executive coaching and consulting clients usually need to work on. How other people see you has a direct impact on your career success. In part one, you will discover 3 key points to apply to:

1. Power of Perception
2. Seven Influencers on Perception
3. The Four-Step Perception Management Process

PART II

INCREASE YOUR VISIBILITY STAND OUT AND GET NOTICED BY THE PEOPLE WHO MATTER MOST

If you are not visible, you're invisible. In his executive coaching business, Joel teaches personal and practical life application techniques to help you showcase your [talents](#), skills, results, value, and overall impact to stand out from the crowd and advance your career. Part two teaches you how to:

4. Up Your Visibility
5. Promote Your Success
6. Speak Up, Speak First, and Speak Often
7. Raise Your Profile

PART III

**EXERT YOUR INFLUENCE
LEAD SITUATIONS, PEOPLE, AND EVENTS**

Having influence means having the power to alter or change a situation for the better. When you implement Joel's practical business executive coaching and consulting tips, your personal influence in your work life can have a real impact on your organization—and help you get ahead. Part 3 teaches you to:

8. Lead through Influence
9. Be Influential Now
10. Become a Master Influencer

THE PVI MODEL IN ACTION: A TRUE STORY

Learn how Sony engineer Ken Kutaragi used perception, visibility, and influence to create the Sony PlayStation, which went on to sell more than 100 million units.