

EXTREME LEADERSHIP

Steve Farber



Real Leaders are Extreme Leaders

Steve Farber is the president of Extreme Leadership, Inc., an organization devoted to the cultivation and development of extreme leaders in the business community. His best-selling book, *The Radical Leap: A Personal Lesson in Extreme Leadership* is a recipient of *Fast Company* magazine's Readers' Choice Award and was named one of the ten best business books of 2004 by the on-line resource, *The CEO Refresher*. His second book, *The Radical Edge: Stoke Your Business, Amp Your Life, and Change the World*, was hailed as "a playbook for harnessing the power of the human spirit."

He is a contributor to the anthology, *Leading Authorities on Business: Winning Strategies From the Greatest Minds in Business Today*, and is the author of the audio series, *Extreme Leadership: In Pursuit of the OSIM*.

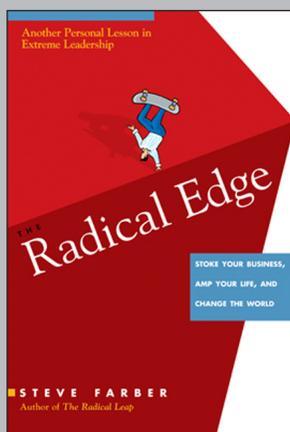
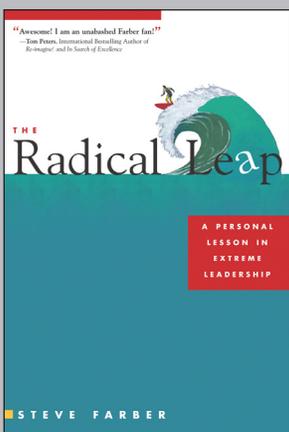
A subject-matter expert in business leadership and a frequent guest on news-talk shows around the country, Steve is a senior-level leadership coach and consultant who speaks 100 times a year. His audiences vary to both public and private organizations in virtually every arena, from the tech sector to financial services, manufacturing, health care, hospitality, entertainment, retail, and even the United States government.

Coaching and inspiring extreme leadership at all organizational levels is Steve's passion, and he does so with a style that is part strategist, part social commentator, part comedian, and all energy.

"Wearing baggy pants doesn't make you a skater, wearing spandex doesn't make you a cyclist, looking at the world through Oakley™ shades doesn't make you a snowboarder, saying, 'dude' doesn't make you a surfer and—in business—printing 'leader' on your card doesn't make you lead.

Real leaders take us to places we've never been, turn nothing into something, transform good into great, help us grow as human beings and change the pieces of the world that they touch for the better."

-Steve Farber



"*The Radical Leap* is a story that describes the bold shift leaders must take to re-engage the commitment and ignite the passion of the people around them. Anyone who reads this will show up differently to work tomorrow, ready and equipped to practice extreme leadership."

Christine Landon,
Agilent Technologies, Inc.,
Director, Executive and Next Generation Leadership Development