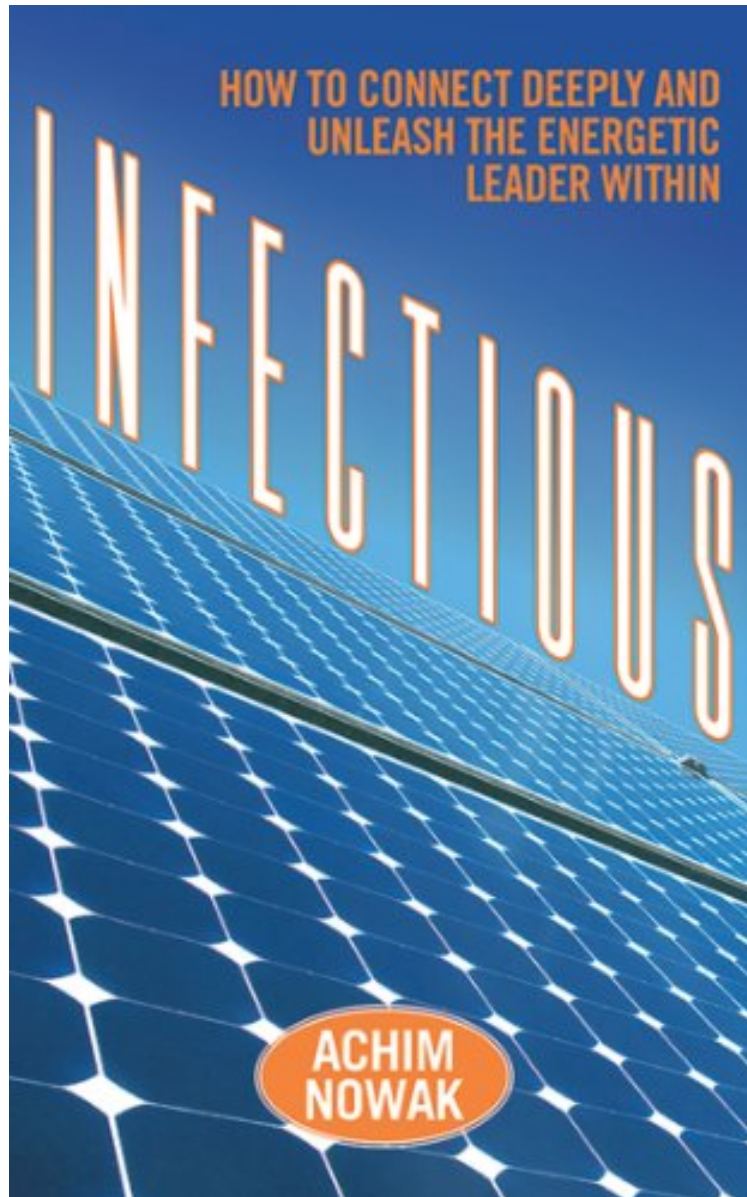


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Infectious: How to Connect Deeply and Unleash the Energetic Leader Within

Achim Nowak

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Achim Nowak : Infectious: How to Connect Deeply and Unleash the Energetic Leader Within before purchasing it in order to gage whether or not it would be worth my time, and all praised Infectious: How to Connect Deeply and Unleash the Energetic Leader Within:

12 of 12 people found the following review helpful. A leadership book that can change your lifeBy Jesse LaheyThis

book caught my attention when an excerpt was published in fastcompany.com. It was an intriguing excerpt about having a clear intent at any given moment when communicating with people. At first it seemed simple, but I found myself reflecting on it later, and eventually changing my own model for planning important verbal communications. Eventually, I bought the book and found that it's full of simple tips and profound insights. There are so many helpful principles that I took copious notes on the book and plan to review them from time to time. Furthermore, the author is a great storyteller and allows himself to be vulnerable, so you really feel like you trust what he's saying. There are parts of the book that are very straightforward, and later parts of the book that will turn off some readers because it overlaps into "new age" ideas about energy. That's OK. The author simply shares the ideas as a menu of options for the reader to choose what will work for you. Throughout, the book will challenge your thinking because it often goes against conventional notions. But that's exactly why it can change your leadership and your life. Shortly after reading the book, I had a conversation with an out-of-town relative that I normally would have "played safe" and kept at the surface level. Instead, I remembered some of Nowak's principles for connecting deeply; I took a risk, and ended up having a rich, wonderful conversation that drew us closer together. The book holds the same promise for connecting with co-workers and clients, so they are energized and want to work with you. If you are willing to be stretched and changed, I highly recommend this book!

4 of 4 people found the following review helpful.

How to connect when communicating and to ensure that the recipient "gets" the intended meaning

By Robert Morris

Never before now (at least that I can remember) were communication technologies faster and more extensive than they are now and yet many (most?) people I know have never felt more isolated and "out of touch" than they do now. Achim Nowak wrote this to help people connect when they communicate and, even more importantly, to ensure that those who receive the communications "get" their intended meaning. More specifically, he identifies and explains:

- o Five beliefs that inhabit our conscious and unconscious minds that block a genuine connection (Pages 16-17)
- o Five Storytelling Essentials (43-45)
- o Five Principles Summarized: Talk Level (49-50)
- o Five Ways to Better Plug into Your Position Power (71-72)
- o Five Ways to Better Plug into Your Relationship Power (75-76)
- o Five Ways to Better Plug into Your Expertise Power (80-81)
- o Five Ways to Better Plug into Your Body Power (87-88)
- o Five Ways to Better Plug into Your Charisma Power (91-92)
- o Your Five Step Guide to Connecting Well at Level Two: Power Is Real (100-101)

Mind you, all this (and more) is provided in the first three chapters. There are two others, followed by an Epilogue, and all three are also highly informative, especially in terms of do's and don'ts. Be sure to check out Nowak's discussion of "the Chakras," accompanied by illustrations, in Chapter 5. For leaders and managers who now struggle to strengthen relationships between and among those for whom they are responsible...and with them, this is a "must read." I also highly recommend it to those who are now preparing for a business career or have only recently embarked upon one. Finally, to those who are now involved or plan to become involved in social networks such as Facebook, LinkedIn, and Twitter. The name of that game is to be "engaged," not merely involved. (The next time you or someone else orders ham and eggs for breakfast, keep in mind that a hen was involved but a pig was engaged.) I commend Achim Nowak on the information, insights, and counsel he provides in this book. Bravo!

3 of 3 people found the following review helpful. "Attitudes are contagious...is yours worth catching?"

By G. Zack

We all know infectious leaders — that person that lights up the room, the person who draws us out and engages us, the person whose energy is contagious! We can all be that person in the right setting. What if we could tap those traits more frequently and have at least one infectious connection each week? Each day? Imagine how energized and positive life could be on a more frequent basis. Achim Nowak has written a practical yet powerful book to start anyone — from the student to the seasoned, most successful CEO — on the path of finding the energetic leader within. Often I think we give up on the notion that these infectious conversations and connections can happen. We use the excuse that some are just "born with it." Well, we are all born with it, this book helps us find the path to find it, understand it and unleash it. It takes us through practical approaches of language, power and intent to the often uncomfortable exploration of our spiritual energy and demonstrates quite clearly and concisely that strength of character means knowing thyself, living in the moment, savoring the connections before you, and appreciating each moment of grace. That's what will make any of us infectious leaders. Thank you Achim for reminding us, so clearly, to notice. Drive with grace and stay alert. And whenever possible, steer blissfully into the unknown.

Technology has transformed the way we communicate. We send and receive more and more emails every day. We text. We tweet. We have reduced our communications down to efficient sound bites — and at the same time, many of us seem to know less and less about how to connect. Deeply, profoundly connect.

In *Infectious*, acclaimed performance coach Achim Nowak introduces the reader to his powerful four Levels of Connection. Tested and honed through fifteen years of coaching senior-level executives around the globe, Nowak's techniques instantly transform the skills taught in traditional business communication and NLP programs. People who connect deeply with others connect on four levels: They shape conversations with effortless grace, and they play consciously with the unspoken elements of a connection — personal power, intention, and energy. The result? Infectious connections that accelerate personal success!

Infectious offers simple language cues that deepen and shift

the art of conversation. It breaks the idea of power into five tangible plugs that we can turn on and turn off. These plugs recharge the quality of our connection with anyone we meet. It shows how we can clarify our intentions, and how this clarification immediately fosters a more potent connection. Finally, this book demystifies the experience of energy; the deepest of the four levels, and the root of any connection. It looks at how we access our energy. Remove energy blocks. Play with energy and own it. This highly practical book reshapes the hidden forces of a connection into simple, step-by-step actions. Apply the tools of Infectious and generate your own infectious connections!

"A breakthrough and enlightened approach to connecting through communication. This fresh methodology is easy and practical to apply. An essential book for present and future leaders."—Kathi Elster, coauthor of *Working with You Is Killing Me* and *Mean Girls at Work*

"An insightful and engaging book that delivers a practical road-map for harnessing the power of energy to successfully connect with anyone. It is a truly useful guide and should be on every corporate leader's bookshelf!"—Pamela Mitchell, author of *The 10 Laws of Career Reinvention*

"Nowak's brilliant book on leadership is a must-read for everyone in every setting, from the boardroom to the cocktail party to a meditation retreat. There are potential leaders trapped inside all of us; *Infectious* will help you polish yours."—Ruth O'Brien, PHD, author of *Bodies in Revolt* and *Crippled Justice*

"Nowak's tone is upbeat and encouraging; his appeal to 'rejoice!' in the ability to work together with others will be a welcome exhortation for readers looking to make their business or social encounters more real and more productive."—*Publishers Weekly*

About the Author: Achim Nowak is a performance coach and author who has inspired Fortune 500 executives around the globe. Influens, the international training and coaching firm he founded in Miami, has guided thousands of leaders from organizations such as Dover Corporation, Genzyme, and HSBC Bank to better connect and be more influential. His first book, *Power Speaking* (Allworth Press), remains an indispensable reference tool for professionals at every organizational level. Nowak's work has been featured on 60 Minutes, CNN, NPR, and in the Miami Herald.