



## ***The Leader with Seven Faces***

by Leandro Herrero  
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You've heard of two-faced people but what about seven? Psychiatrist and leadership expert Leandro Herrero explains his reasoning for needing these different facades in his book, "The Leader with Seven Faces."

Herrero's goal in "The Leader with Seven Faces" is to get his readers to concentrate on the subject of management in a much more multifaceted way. He notes that many leaders only utilize one, maybe two, of these 'faces' yet all seven should be drawn upon: "what leaders say...where leaders go...what leaders build...what leaders care about...how leaders do it...what they are...what leaders do." By doing so, one can communicate more effectively and thereby instruct, motivate, collaborate, and essentially lead on a much deeper level. Herrero draws on his extensive knowledge in the professional fields of psychiatry and business to justify his methods and thoroughly explains his steps. The book is basically a discussion on each of these points with numerous questions meant to provoke meaningful thought and ultimately change. Since the questions are directed internally, the book can affect one person differently from another, with each reader walking away with a truly unique learning experience.

Herrero is not only very successful at getting his points across; he does so with intelligent panache. "The Leader with Seven Faces" is very well-written and descriptive. Unlike many 'motivating' leadership books where the author talks down to you in a 'you can get to my level if you work hard' attitude, Herrero's style is matter-of-fact and he writes with the assumption that you are already at a certain intelligence level. He doesn't pep talk you into a temporary motivational high but instead educates you on his comprehensive system for further internal processing and application.

As Herrero notes on the back cover, "this is a practitioner's book for leaders in organizations – whether private or public, business or NGO – and for anybody interested in professional and leadership development and coaching." I also think the book would serve those interested in bettering their own interpersonal skills. Whether or not one is a "leader" per se, the book offers valuable information on how to get to know oneself to a greater degree and improve your interaction experiences with people of other personality types.

"The Leader with Seven Faces" is a fantastic alternative method to leadership that just makes sense. With so many types of people in the world, you can't utilize one standard cookie cutter leadership approach on everyone. Very well done.

Reviewed by Vicki Landes for Reader Views (5/07)



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