



**TERRY GURNO**  
INSPIRE. EMPOWER. WIN.



At Terry Gurno, we believe there is greatness in every person. When they discover, understand, and leverage their greatness they become their best self, make their greatest contribution, and live a life of significance, personally and professionally.

To become an effective leader, most of us intuitively know that it means helping those around us succeed. Yet, we are often preoccupied with our own success and the people we lead often become a source of frustration or a hindrance.

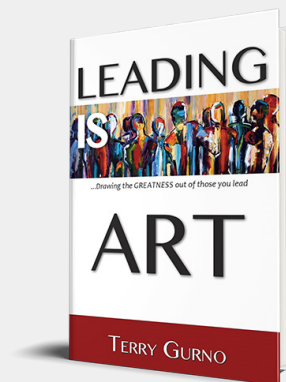
**LET'S DRAW OUT THE GREATNESS IN YOU AND THOSE YOU LEAD.**

Book by Terry Gurno

### **LEADING IS ART**

**Drawing the GREATNESS out of those you lead**

Terry's book will change your understanding of what it means to lead. It's a desire for better and a passion to guide others to find and leverage their greatness within. Drawing out the greatness in your team might be messy at times, but that's why leading is art.



### **LEADING IS ART**

Talented, educated, and successful leaders often rely on the science of leadership – information, data, rational strategies, and push aside the messy 'art' of leading people.

Terry Gurno will help you reset and refocus your mindset to put others first and discover how to bring out the best in others to become the leader you were always meant to be. When you embrace your identity as a leader/artist, your focus will shift from a life of external success to a life of internal significance.

During this 60-minute presentation you will:

- Understand the difference between leadership and leading, and why it matters
- Identify the mindset shift that must take place to be able to win through others
- The 3 primary roles of a leader
- How to discover and develop potential and turn it into performance

*“Leading is art and leaders are artists.”*

*- Terry Gurno, co-founder and CEO*

#### **ABOUT TERRY**

Terry is a co-founder and the CEO of Terry Gurno. Drawing from thirty years of experience as a speaker, ministry leader, and CEO of a national real estate company, Terry understands first-hand the transformational impact of approaching leading as art can have on people's lives. These experiences of leading others and drawing out their greatness were the catalyst that revealed his true purpose, and inspired Terry to create our organization to serve and help others achieve success on a more expansive level.