



## Educational Leadership: What Else is Possible?

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June 27th 2013: The Art of Struggle

Today's leaders face a barrage of challenges, brought on by a weak economy and a fast moving, rapidly changing business environment. Still, leaders at all levels are reluctant to openly acknowledge their struggles for fear of appearing weak, indecisive, or even incompetent. But one top leadership expert with a background in psychology suggests that great leadership is in fact signified by struggle. In LEADERSHIP AND THE ART OF STRUGGLE: How Great Leaders Grow through Challenge and Adversity (Berrett-Koehler; paperback; March 11, 2013), former Microsoft executive Steven Snyder argues that stru

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### Featured Guest



#### Steven Snyder

Steven Snyder is the founder and managing director of Snyder Leadership Group. Snyder joined Microsoft in 1983, when the company was in its infancy. His work there secured the relationship with IBM during a crucial stage in Microsoft's growth and helped shape the history of the personal computer industry. Promoted as Microsoft's first business unit general manager, Snyder led the company's Development Tool business, where his team won PC Magazine's Technical Excellence Award on three occasions. In 1996, Snyder co-founded Net Perceptions, where he commercialized "collaborative filtering" – a technology that enables the real-time personalized recommendations that have become central to the

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