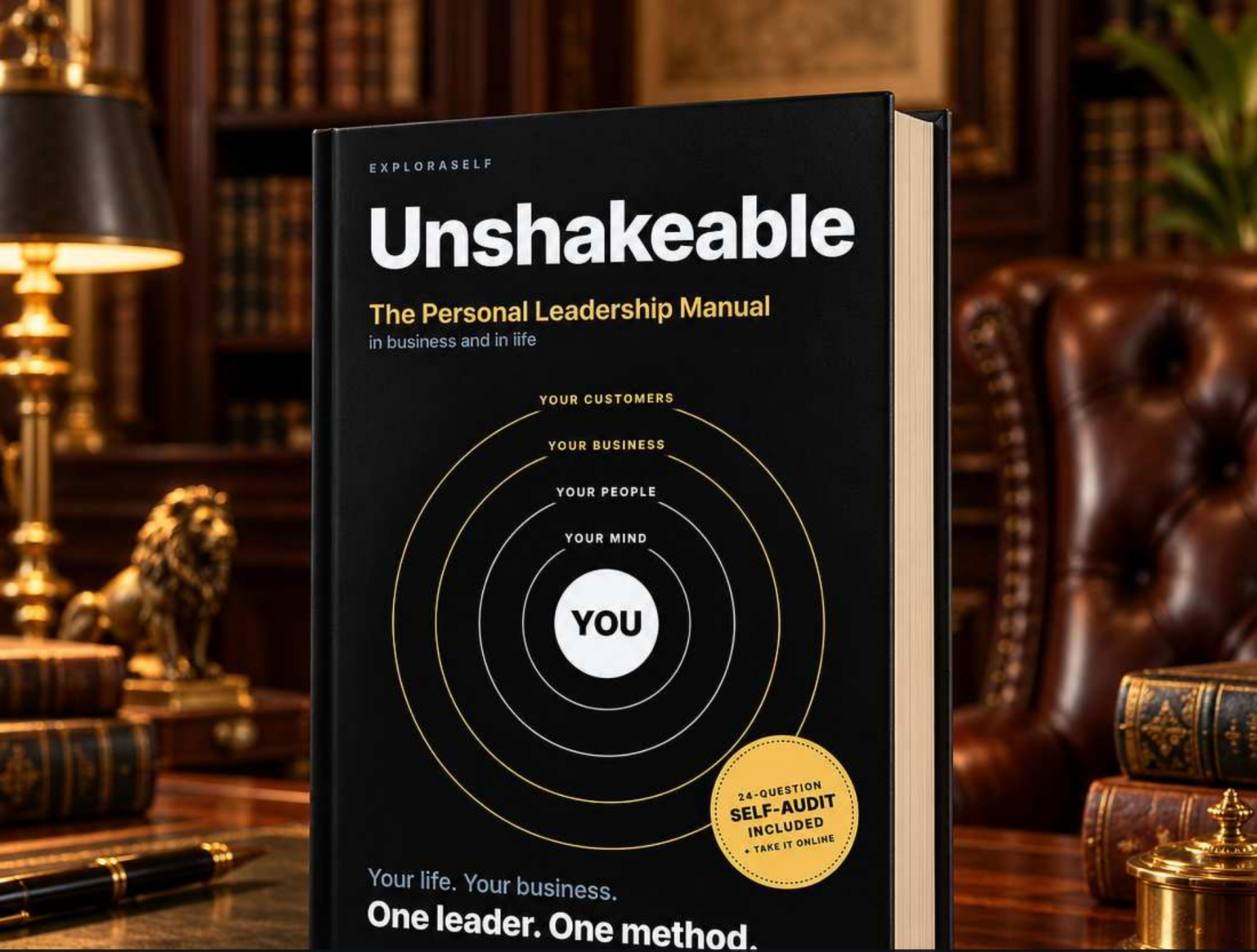



# UNSHAKEABLE

## THE PERSONAL LEADERSHIP MANUAL

For founders, business owners and leaders

THE CHALLENGE

# You know what to do. So why does it still feel hard to act?

A business can grow while its founder keeps making decisions from the same old fear, noise and pressure.

### CHOOSE WITH CLARITY

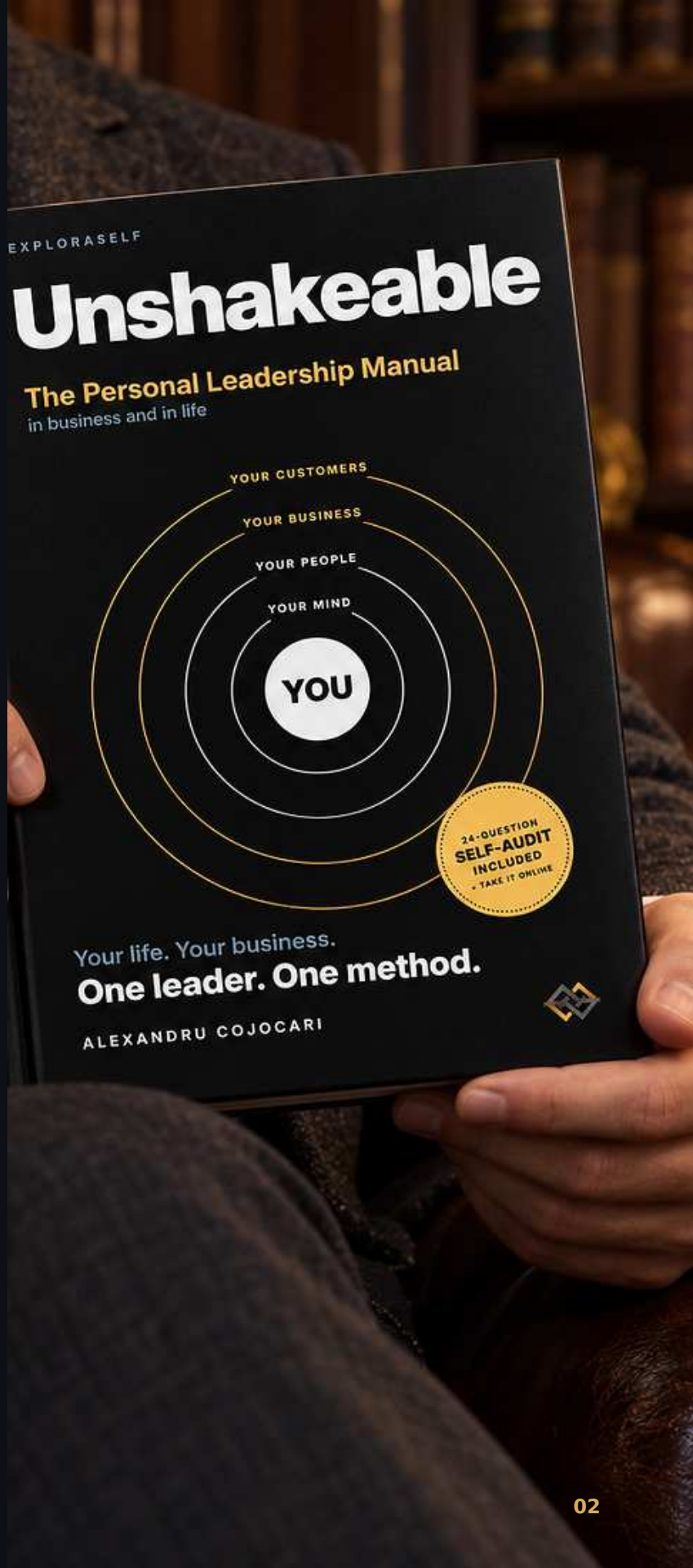
Separate the facts from the reaction.

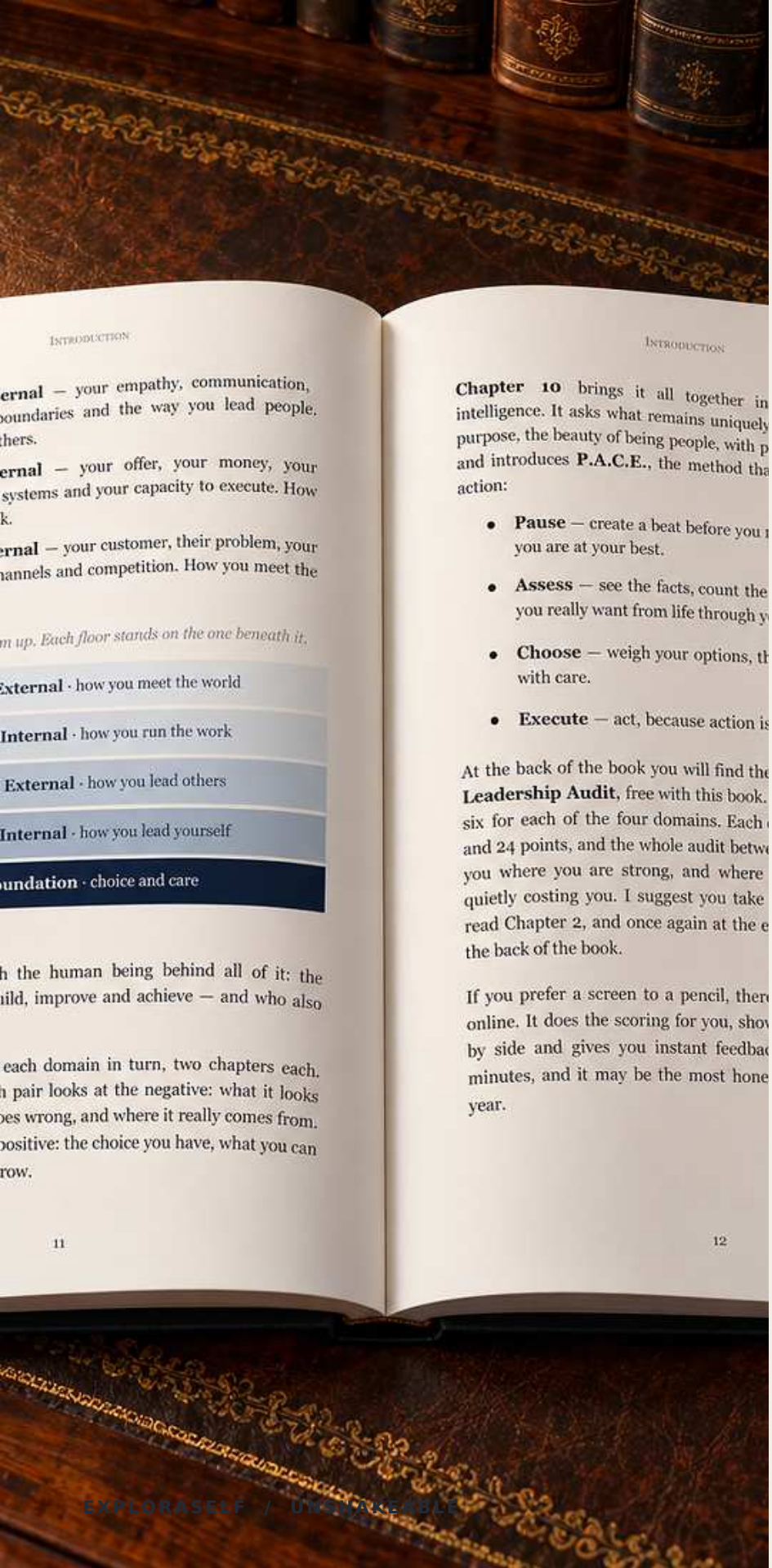
### LEAD PEOPLE WITH CARE

Give relationships and conversations your full attention.

### BUILD ON FIRMER GROUND

Connect the person you are to the work you lead.






THE FRAMEWORK

# Four domains. One foundation.

The book gives each part of leadership a place, so you can see where the real problem begins.

**01 PERSONAL INTERNAL**

How you lead yourself.

**02 PERSONAL EXTERNAL**

How you lead others.

**03 BUSINESS INTERNAL**

How you run the work.

**04 BUSINESS EXTERNAL**

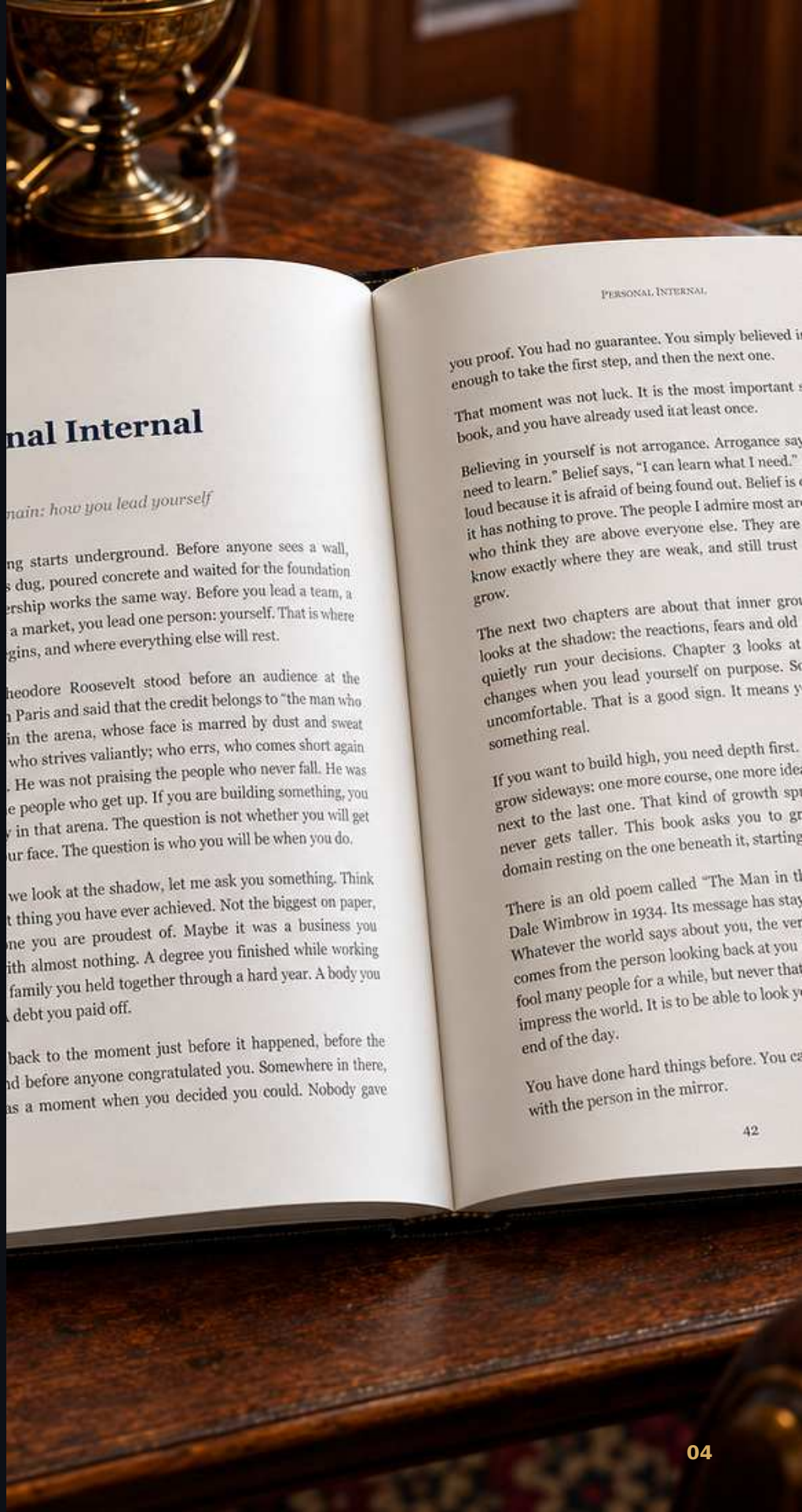
How you meet the world.

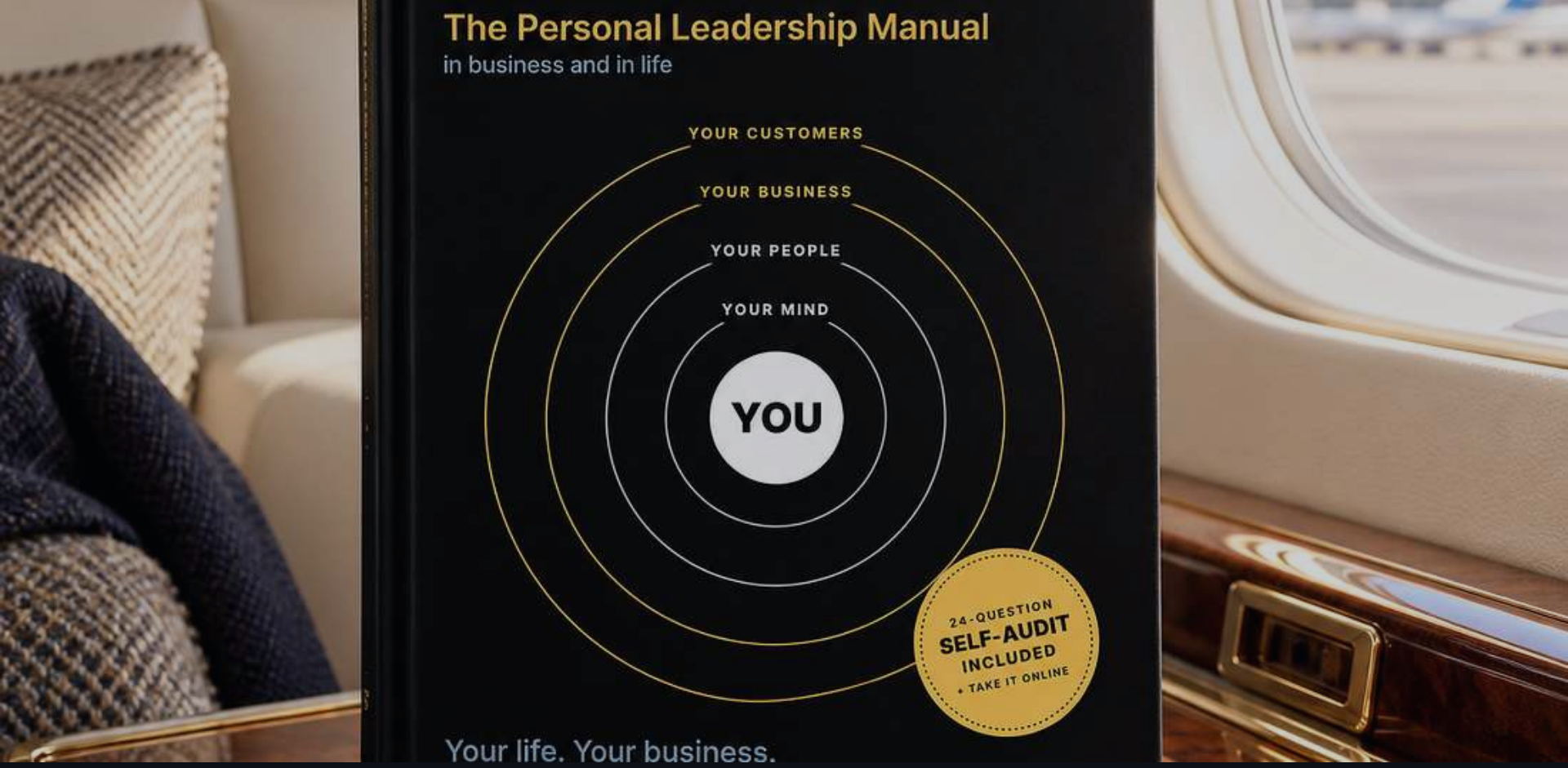
INSIDE THE BOOK

# A manual for the person behind the business.

Ten chapters follow the shadow and the light of each domain: what happens when it goes wrong, and what becomes possible when you lead deliberately.

- Personal leadership
- People and relationships
- Offers, money and execution
- Customers and the market






THE DECISION METHOD

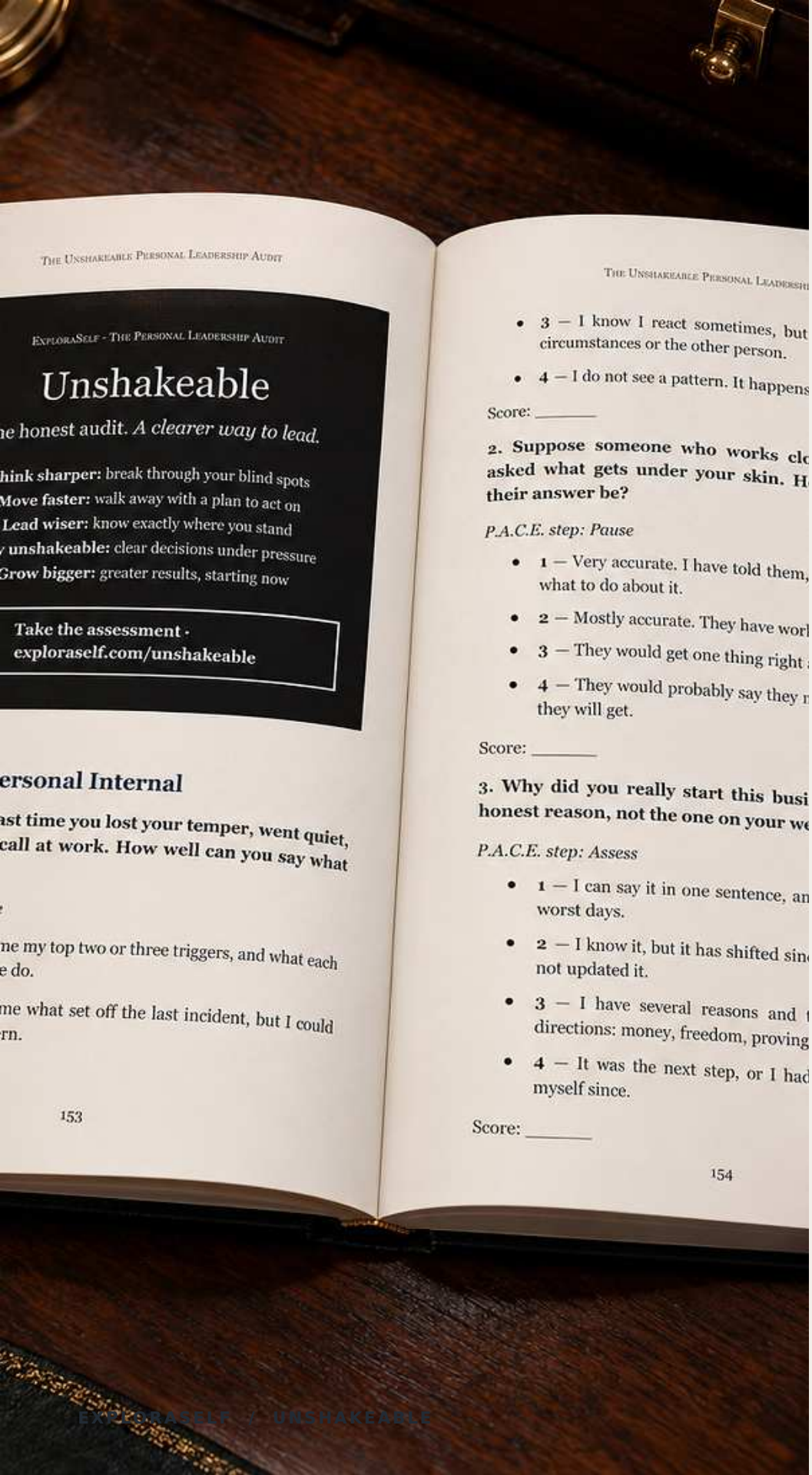
# P.A.C.E.

**P** **PAUSE**
Make room before you react.

**A** **ASSESS**
See the facts and count the costs.

**C** **CHOOSE**
Commit to one path with care.

**E** **EXECUTE**
Turn a choice into action.




THE INCLUDED SELF-AUDIT

# 24 questions. One honest starting point.

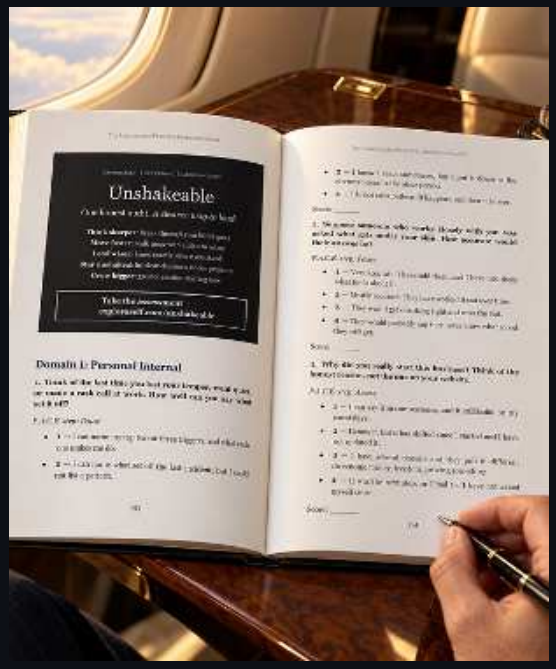
Six questions for each of the four domains help you spot the strength you can build on and the weak point you may be overlooking.

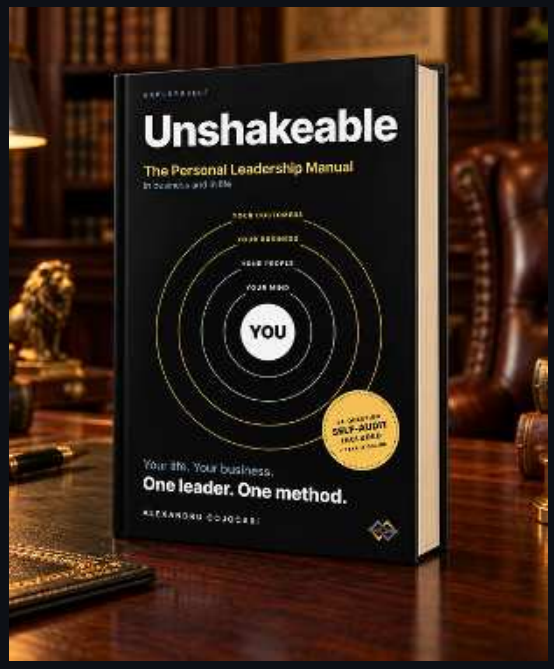
- Work through it on paper.
- Score each domain.
- Return to it after the 12-week plan.
- An interactive version is available online.

FOR FOUNDERS & LEADERS

# Bring stronger judgment into the moments that matter.




### LEAD THE TEAM

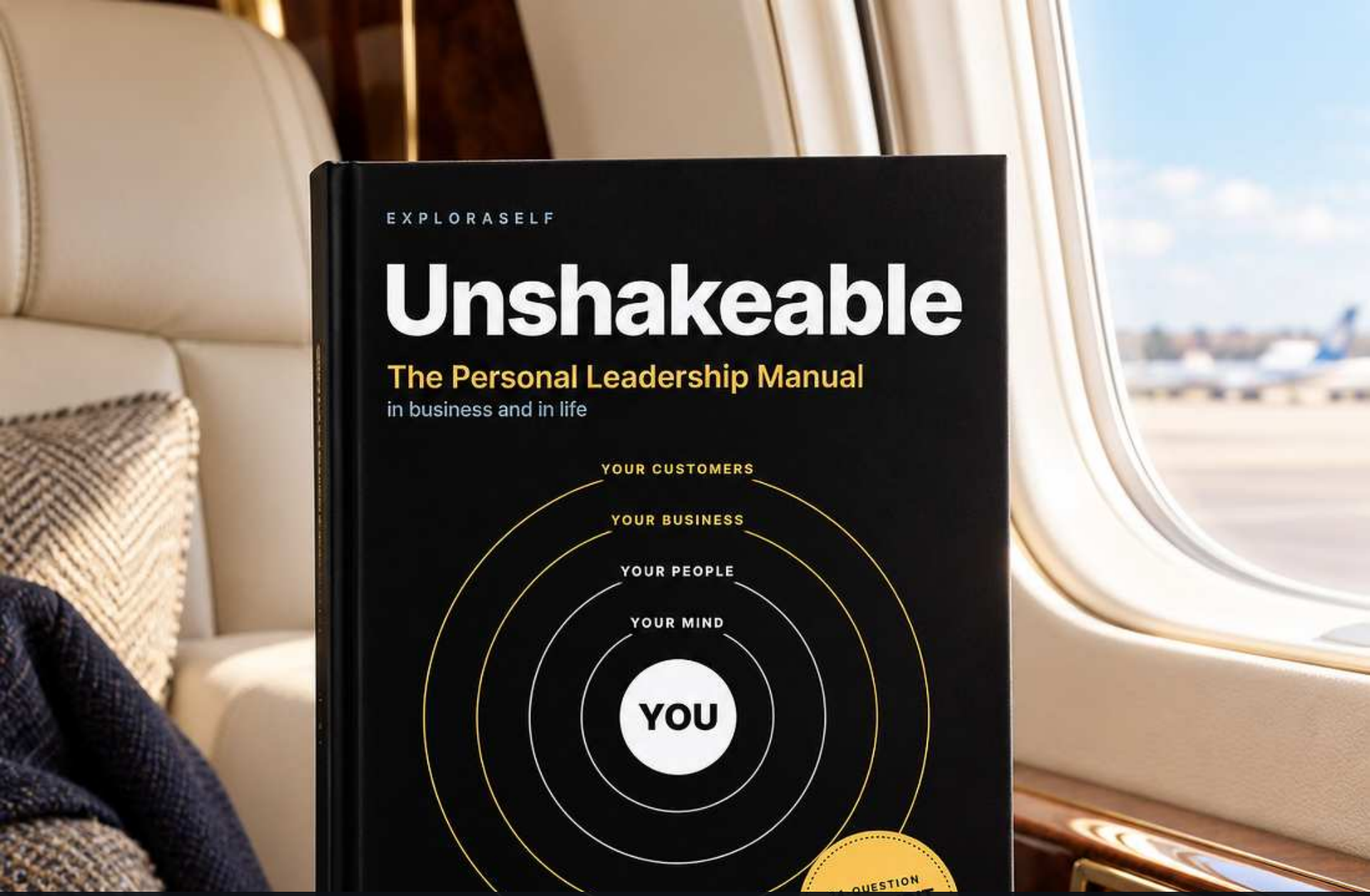
Handle the conversations you would rather postpone.

### SEE THE PATTERN

Find what is driving the same decision again.

### BUILD TO LAST

Let your choices reflect the leader you mean to be.




# Lead from firmer ground.

UNSHAKEABLE is a personal leadership manual for your life, your people and the business you are building.

**ALEXANDRU COJOCARI · EXPLORASELF.COM**

Visual mockups; final printed appearance may vary.