

Your First 100 Days - How To Make Maximum Impact In Your New Leadership Role

With the global economy still in turmoil, the pressure on our senior business leaders to succeed has never been greater.

These days, newly appointed or promoted senior executives get months rather than years to make an impact.

They are under huge pressure from their investors, shareholders and other stakeholders to deliver in the shortest possible time. In turn, today's business leaders have to cope with and manage their own fear of failure.

Whether you're new to a company or are stepping up to a more senior position in your existing one, making an impact in those initial stages is crucial to your ongoing success.

Hit the ground running with the new book from leadership expert, Niamh O'Keeffe - Your First 100 Days.

The book is based on the framework which Niamh created when she founded her company First100, which focuses on accelerating the performance of leaders in those all important first three months in a new job or position. To date, the business has worked with a range of major corporate clients, including Accenture, Microsoft, Barclays, Facebook, Vodafone, BT and Merck.

Results focused and packed with action points and timelines, Your First 100 Days is the must-have read for top-level executives, breaking down 100 days of leadership into 100 minutes of reading. The book will help senior executives:

- Create and implement a 'First 100 days' plan
- Accelerate performance in the crucial early stage of a new role
- Achieve the extra leadership edge needed to succeed faster
- Tackle practical and emotional challenges swiftly and effectively
- Tap into practical advice, focusing on results and Niamh's own experiences

"The importance of your first 100 days is the difference between success and failure...and has consequences for your whole career. I want to help you achieve success in your first 100 days, so that everybody benefits: you, your team, the organisation which hired or promoted you, and all of your stakeholders." Niamh O'Keeffe

About the author: Niamh O'Keeffe is the founder of First100, a specialist "first 100 days" leadership performance acceleration company with offices in London, New York and Dublin. Niamh has a track record of 18 years career experience, across a range of leadership advisory services including strategy consulting, executive search and leadership mentoring.

Niamh worked as a strategy and management consultant with Accenture and also served for two years as Chief Executive of an entrepreneurial social enterprise. Prior to setting up First100 – www.first100.co.uk - in 2004, Niamh worked as a head-hunter in the City of London.

Niamh appeared on CNN in March 2011 discussing the work of First100. She also featured recently in the Sunday Times with a top CEO and other business leaders detailing the work she had done to help accelerate performance in their organisations.

Niamh has also recently launched a new enterprise, CEOassist, which works with CEOs to put in place leadership legacy projects. www.ceoassist.com