



# **Authentic Leadership and Organizations: The Goffee-Jones Collection (2 Books)**

*Rob Goffee, Gareth Jones*

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This Harvard Business Review digital collection showcases the ideas of Rob Goffee and Gareth Jones, authors of *Why Should Anyone Be Led by You?* and *Why Should Anyone Work Here?* In ***Why Should Anyone Be Led by You?***, Goffee and Jones argue that leaders don't become great by aspiring to a list of universal character traits. Rather, effective leaders are authentic: they deploy individual strengths to engage followers' hearts, minds, and souls. In ***Why Should Anyone Work Here?***, the authors argue that it used to be that businesses could ask individuals to conform to the organization's needs but that now today's leaders are charged with creating the best company on earth to work for: they must transform their organizations to attract the right people, keep them, and inspire them to do their best work.

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