Alex Dorr

How We Could

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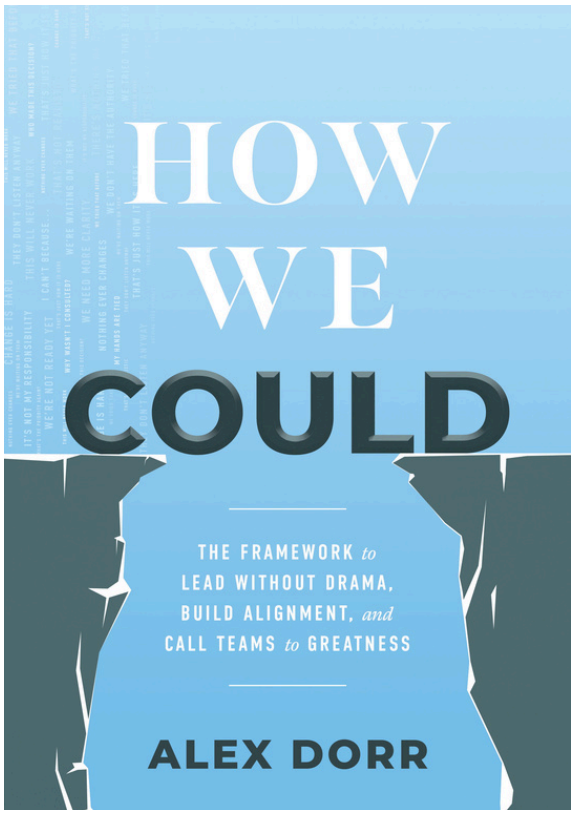

How We Could is the leader's ultimate toolkit for eliminating workplace drama and unlocking the full potential of their people, even in the face of the most complex organizational challenges.

At its core is the Call to Greatness Framework, a proven coaching process that helps leaders and managers move conversations, teams, and cultures from "why we can't" to "how we could."

Alex Dorr, CEO of Reality-Based Leadership, equips readers with a clear, practical, step-by-step framework designed to address both organizational and interpersonal hurdles with confidence and clarity.

Rather than avoiding conflict or forcing solutions, leaders learn how to engage challenges productively and empower their teams to take ownership and act.

The Call to Greatness Framework includes five actionable steps:

1. Validate the experience or feelings
2. Clean up the thinking around the issue
3. Find your part in the situation
4. Know your role in the solution
5. Take the next right action

Each step is paired with easy-to-use tools and real-world examples drawn from a wide range of businesses. These practical applications show how leaders can reduce friction, build trust, and create alignment, resulting in renewed momentum, stronger collaboration, and unprecedented innovation even in challenging circumstances. Whether you're navigating conflict, change, or stalled performance, How We Could gives you a repeatable process to turn obstacles into opportunities and excuses into results.