There is a craving for effective leadership across society that demands our attention. This book serves as an invitation for the reader to think through the notion of social influence in personal and professional contexts in order to develop an integrated and useful understanding of leadership dynamics. The chapters blend theory and practice, provide guiding questions and inventories for self-reflection, and offer specific tools, strategies, and models for applied engagement with these leadership topics. This text serves as a point of entry into the study of leadership theory and practice and can be useful as readers interrogate what leadership means, why it matters, and the ways that one can improve his or her leadership effectiveness—all of which involve a deeper, more nuanced, and greater appreciation for communication.