

Tom Verdery

Leading Self

The Leader's Compass—Ed Ruggero & Dennis Haley

Your Team Can't Follow You Until They Know Where You're Going. Your success as a leader begins with writing your Personal Leadership Philosophy. This powerful book shows you how. Does your team know what to expect from you? What you value? How you'll act in certain situations? How you'll measure performance? If your answer is no, how can you ever be an effective leader? Quite simply, you can't. You're just floundering blindly in an unforgiving economic sea. That's the central, sobering message of *The Leader's Compass, 2nd Edition: A Personal Leadership Philosophy Is Your Key to Success*, a book written by Academy Leadership colleagues Ed Ruggero and Dennis F. Haley. This popular book, first published in 2002, is the story of how one ad agency manager developed his Personal Leadership Philosophy (PLP) detailing what he expects from his team and from himself. Written in a fictional format that grabs the reader's attention and brings the ideas brilliantly to life, it shows today's leaders how (and why) to create their own "compass." Ultimately, say Ruggero and Haley, if you have trained your people to standard, inspired their willingness, and consistently looked after their interests, they will be prepared to accomplish any goal, anytime, anywhere. Publishing a PLP helps create an environment for these things to happen. It helps you become a strong, centered, articulate leader who can keep your team on course in even the roughest waters. ISBN: 9780972732314

The 7 Habits of Highly Effective People—Stephen R. Covey

In *The 7 Habits of Highly Effective People*, author Stephen R. Covey presents a holistic, integrated, principle-centered approach for solving personal and professional problems. With penetrating insights and pointed anecdotes, Covey reveals a step-by-step pathway for living with fairness, integrity, service, and human dignity--principles that give us the security to adapt to change and the

wisdom and power to take advantage of the opportunities that change creates.
ISBN-10: 0743269519

On Writing Well—William Zinsser

On Writing Well has been praised for its sound advice, its clarity and the warmth of its style. It is a book for everybody who wants to learn how to write or who needs to do some writing to get through the day, as almost everybody does in the age of e-mail and the Internet. Whether you want to write about people or places, science and technology, business, sports, the arts or about yourself in the increasingly popular memoir genre, *On Writing Well* offers you fundamental principles as well as the insights of a distinguished writer and teacher. With more than a million copies sold, this volume has stood the test of time and remains a valuable resource for writers and would-be writers.
ISBN-10: 0060006641

The Power of Simplicity—Jack Trout

In sports, when things go wrong, the best coaches say, "go back to the basics". Renowned marketing expert Jack Trout has a similar message for managers who are struggling to keep up with today's everchanging business climate: "Keep it Simple". Trout advocates the importance of paying attention to the basics and simplifying the processes in order to stay focused on the core business issues at hand. Through case studies and interviews with successful executives, he shows managers how to cut through the jargon, articulate their vision, and regain control of the vital elements of their business in order to make it thrive.
ISBN-10: 0070653623

What Got You Here Won't Get You There—Marshall Goldsmith

The corporate world is filled with executives, men and women who have worked hard for years to reach the upper levels of management. They're intelligent, skilled, and even charismatic. But only a handful of them will ever reach the pinnacle -- and

as executive coach Marshall Goldsmith shows in this book, subtle nuances make all the difference. These are small "transactional flaws" performed by one person against another (as simple as not saying *thank you* enough), which lead to negative perceptions that can hold any executive back. Using Goldsmith's straightforward, jargon-free advice, it's amazingly easy behavior to change. ISBN-10: 1401301304

Derailed—Tim Irwin

Bob Nardelli, Dick Fuld. What do they have in common? Both were execs in huge corporations and resigned under less-than-honorable circumstances. What derailed them? During Nardelli's tenure as CEO at Home Depot, he collected a tidy \$240 million while his company's stock stayed flat as that of its biggest competitor, Lowe's, doubled. It's hard to tell what sunk him in the end: was it stockholder disgust or his hardnosed and autocratic style? He was ousted in 2007.

Fuld was the last CEO of Lehman Brothers Holdings, Inc., which led America's banks into bankruptcy in 2008. Employees were left with nothing in their hard-earned retirement accounts, and no severance packages at all, while stockholders fared no better.

The story of the fallen CEO has become a cultural fixture: veering off course with the force of a train careening off its tracks, leaving fiery wreckage and devastating injury throughout the organization. These executives are often the smartest and most respected individuals in their industries, with glittering resumes and histories of successful leadership. Yet they astonish us by driving the train dramatically off course, blinded by unchecked

power and arrogance.

Dr. Tim Irwin believes that these leaders suffer from failures of character that are common to each of us—even the most capable individuals. Deficits in authenticity, humility, self-management, and courage become more dangerous as we take on more leadership, and can cause us to ignore glaring signals that might otherwise save us from catastrophic demise. *Derailed* chronicles the collapse of six high-profile CEOs and the factors that drove their downfalls, finding that derailment actually happens long before the crash and can be avoided. Tim Irwin explains the character qualities that are essential for successful leadership and tells us how to cultivate them so that we can avoid derailing our own careers.

ISBN-10: 159555274X

Outliers—Malcom Gladwell

In this stunning new book, Malcolm Gladwell takes us on an intellectual journey through the world of "outliers"—the best and the brightest, the most famous and the most successful. He asks the question: what makes high-achievers different?

His answer is that we pay too much attention to what successful people are like, and too little attention to where they are from: that is, their culture, their family, their generation, and the idiosyncratic experiences of their upbringing. Along the way he explains the secrets of software billionaires, what it takes to be a great soccer player, why Asians are good at math, and what made the Beatles the greatest rock band.

ISBN-10: 0316017922

Leading Others

Leading at a Higher Level—Ken Blanchard

From **The One Minute Manager** to **Raving Fans**, Ken Blanchard's books have helped millions of people unleash their power and the potential of everyone around them. The Ken Blanchard Companies has helped thousands of organizations become more people-oriented, customer-centered, and performance-driven. Now, in **Leading at a Higher Level**, Updated Edition, Blanchard and his colleagues bring together everything they've learned about world-class leadership. You'll discover how to create targets and visions based

on the "triple bottom line"...and make sure people know who you are, where you're going, and the values that will guide your journey. From start to finish, this book extends Blanchard's breakthrough work on delivering legendary customer service, creating "raving fans," and building "Partnerships for Performance" that empower everyone who works for and with you. Updated throughout, this new edition contains two powerful, important new chapters: one on coaching to create higher-level leaders, and another on creating a higher-level culture throughout your organization. It also offers the definitive, most up-to-date techniques for

leading yourself, individuals, teams, and entire organizations. Most importantly, it will help you dig deep within, discover the personal "leadership point of view" all great leaders possess-and apply it throughout your entire life.
ISBN-10: 0132347725

Effective Coaching—Myles Downey
A pragmatic and passionate guide that establishes the many benefits of coaching in order to create a working environment for individuals and organizations to ensure that both fulfill their full potential.
ISBN-10: 1587991721

The Five Temptations of a CEO—Patrick Lencioni
Absorbing, compelling, and utterly memorable, *The Five Temptations of a CEO* is like no other business book that's come before. Author Patrick Lencioni—noted screenplay writer and sought-after executive coach -- deftly tells the tale

Leading Teams

Creating the High-Performance Team—Steve Buchholz & Thomas Roth
An adaptation of Wilson's popular seminar, providing practical tips for building teams in organizations. Shows managers how to create a sense of interdependence in a team, how to set goals through participative leadership, how to anticipate problems and deal with them before they arise. Major areas of concentration include shared responsibility, alignment of purpose, and encouraging creative talent. Case studies, dialogs, and "real world" examples help managers instill a sense of common purpose, promote communication, and make teams that perform.
ISBN-10: 0471856746

The Wisdom of Teams—Jon R. Katzenbach & Douglas K. Smith
Motorola relied heavily on teams to surpass its competition in building the lightest, smallest, and highest-quality cell phones. At 3M, teams are critical to meeting the company's goal of producing half of each year's revenues from the previous five years' innovations. Kodak's Zebra Team proved the worth of black-and-white film manufacturing in a world where color is king.

of a young CEO who, facing his first annual board review, knows he is failing, but doesn't know why.
ISBN-10: 0787944335

The 21 Irrefutable Laws of Leadership, Revised Edition—John C. Maxwell
What would happen if a top expert with more than thirty years of leadership experience were willing to distill everything he had learned about leadership into a handful of life-changing principles just for you? It would change your life.
ISBN-10: 0785274316

Walk awhile in my shoes—Eric Harvey & Steve Ventura
The revolutionary handbook that's actually two books in one! Break down "we vs. they" beliefs and behaviors while encouraging new levels of understanding, empathy, and cooperation. Use this popular one-of-a-kind book to help everyone as they focus on achieving the organization's mission in a values-based way.
ISBN-10: 1885228287

But many companies overtook the potential of teams in turning around tagging profits, entering new markets, and making exciting innovations happen -- because they don't know how to utilize teams successfully. Authors Jon R. Katzenbach and Douglas K. Smith talked with hundreds of people in more than thirty companies to find out where and how teams work best and how to enhance their effectiveness. They reveal:

1. The most important element in team success
2. Who excels at team leadership ... and why they are rarely the most senior people
3. Why companywide change depends on teams ... and more

Comprehensive and proven effective, *The Wisdom of Teams* is the classic primer on making teams a powerful tool for success in today's global marketplace.
ISBN-10: 0060522003

The Five Dysfunctions of a Team—Patrick Lencioni
In *The Five Dysfunctions of a Team* Patrick Lencioni once again offers a leadership fable that is as enthralling and instructive as his first two best-

selling books, *The Five Temptations of a CEO* and *The Four Obsessions of an Extraordinary Executive*. This time, he turns his keen intellect and storytelling power to the fascinating, complex world of teams.

Kathryn Petersen, Decision Tech's CEO, faces the ultimate leadership crisis: Uniting a team in such disarray that it threatens to bring down the entire company. Will she succeed? Will she be fired? Will the company fail? Lencioni's utterly gripping tale serves as a timeless reminder that leadership requires as much courage as it does insight.

Throughout the story, Lencioni reveals the five dysfunctions which go to the very heart of why teams even the best ones—often struggle. He outlines a powerful model and actionable steps that can be used to overcome these common hurdles and build a cohesive, effective team. Just as with his other books, Lencioni has written a compelling fable with a powerful yet deceptively simple message for all those who strive to be exceptional team leaders.

ISBN-10: 0787960756

Leading Organizations

Good to Great—Jim Collins

The Study:

For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great?

The Standards:

Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck.

The Comparisons:

The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good?

Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't.

ISBN-10: 0066620996

10 Rules for Strategic Innovators—

Vijay Govindarajan & Chris Trimble

By burying their titular 10 rules in a small final chapter, Govindarajan and Trimble commit the first deadly sin of business writing: ambiguity. Before that, readers can be forgiven for believing there are only three fundamental principles for stewarding innovative projects within established companies: forgetting, borrowing and learning. The *Fast Company* columnists, who cofounded a leadership institute at Dartmouth's business school, argue that most companies do not understand how to foster a genuinely experimental environment. Judging the new company ("NewCo") by the performance standards of the core company ("CoreCo") won't inspire change, hence the need to forget. But NewCo does have to borrow selectively from CoreCo's best resources in order to gain the foothold necessary for success, and it must learn from its experiences rather than stick blindly to its earliest plans. Govindarajan and Trimble use case studies from four industries, including manufacturing and online media. The examples, supplemented by numerous figures that reduce ideas to clear bullet points, get their points across effectively, but some readers may grow impatient waiting for the promised rules to turn up.

ISBN-10: 1591397588

The leadership Pipeline 2nd Edition—

Ram Charan, James Noel, Stephen Drotter

Together, these authors have more first-hand experience in leadership development and succession planning than you're likely to find anywhere else. And here, they show companies how to create a pipeline of talent that will

continuously fill their leadership needs-needs they may not even yet realize. The Leadership Pipeline delivers a proven framework for priming future leaders by planning for their development, coaching them, and measuring the results of those efforts. Moreover, the book presents a combination leadership-development/succession-planning program that ensures a steady line-up of leaders for every critical position within the company. It's an approach that bolsters the retention of intellectual capital as it eliminates the need to go outside for expensive "stars," who will probably jump ship before they reach their full potential anyway.

ISBN-10: 0787951722

The Wal-Mart Way—Don Soderquist

In *The Wal-Mart Way*, Soderquist shares his story of helping lead a global company from being a \$43 billion company to one that would eventually exceed \$200 billion. Several books have been written about Wal-Mart's success, but none by the ones who were the actual players. It was more than "Everyday Low Prices" and distribution that

catapulted the company to the top. The core values based on Judeo-Christian principles-and maintained by leaders such as Soderquist-are the real reason for Wal-Mart's success.

ISBN-10: 0785261192

Switch—Chip & Dan Heath

The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems—the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort—but if it is overcome, change can come quickly.

ISBN-10: 0385528752