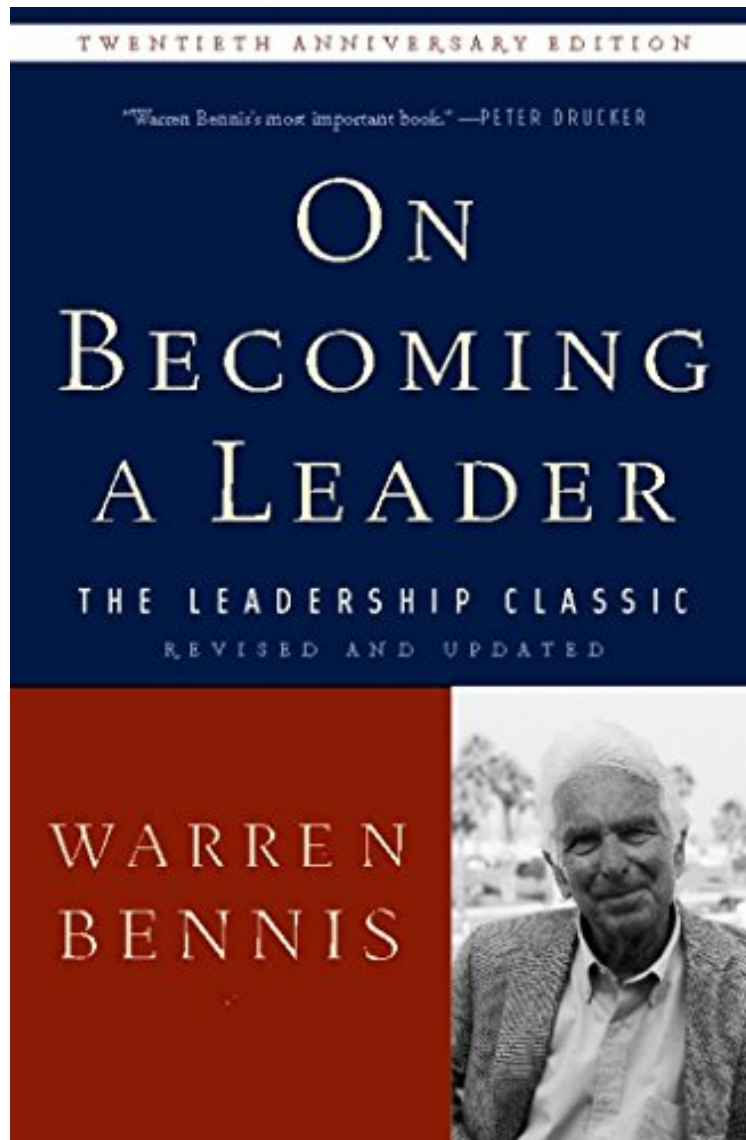


(Read ebook) On Becoming a Leader

On Becoming a Leader

Warren Bennis

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Warren Bennis : On Becoming a Leader before purchasing it in order to gage whether or not it would be worth my time, and all praised On Becoming a Leader:

2 of 2 people found the following review helpful. I enjoyed reading this book. By Brian Johnson[[VIDEOID:9bc753215bdb80fb311f3dc0379c5541]] "On Becoming a Leader is based on the assumption that leaders are people who are able to express themselves fully. By this I mean that they know who they are, what their strengths and weaknesses are, and how to fully deploy their strengths and compensate for their weaknesses. They also know what they want, why they want it, and how to communicate what they want to others, in order to gain their

cooperation and support. Finally, they know how to achieve their goals. The key to full self-expression is understanding oneself and the world, and the key to understanding is learning—from one's own life and experience. Becoming a leader isn't easy, just as becoming a doctor or a poet isn't easy, and those who claim otherwise are fooling themselves. But learning to lead is a lot easier than most of us think it is, because each of us contains the capacity for leadership. At bottom, becoming a leader is synonymous with becoming yourself. It's precisely that simple, and it's also that difficult. So let's get started. ~ Warren Bennis from *On Becoming a Leader*

Warren Bennis is one of the world's leading authorities on leadership. This is, as Peter Drucker puts it, his "most important book." I initially read this book nearly 20 years ago when I first became a leader. As a 25-year-old founder/CEO who raised \$5 million as part of the dot com boom of the late 90's, I led a startup that went from 2 to 45 employees in less than 9 months (and then, after hiring the CEO of adidas to replace me as the young CEO, when the market crashed in 2000, we went from 45+ to 15 employees as we worked with an investment bank to sell the business to one of our two competitors who had raised 10x the money we had). My learning curve was nice and steep. I'm excited to share some of my favorite Big Ideas:

1. Leadership Basics - V + P + I + T + C + D.
2. Self-Invention - Is the key to leadership.
3. Blessed Impulse - You trust it?
4. What Will You Express? - Expressing vs. proving yourself.
5. Trust - The four ingredients.

Let us be called forth as we each become the leaders we are capable of becoming! More goodness—including Philosophers' Notes on 300+ books in our "OPTIMIZE" membership program. Find out more at brianjohnson.me.

2 of 2 people found the following review helpful. Not worth reading. By Jon Jensen I disliked this book. It is clear that the author has a lot of experience, contacts, and knowledge, so he may be a good coach or advisor, but this is a book that didn't need to be published. The original edition from 1989 was unimpressive, but at least it was shorter. This new edition didn't get any better after the 2003 and 2009 revisions and additions. The book's attempt to draw conclusions from vast overviews of social and political changes falls totally flat, as it oversimplifies everything or makes unwarranted conclusions. The rambling lack of focus makes it hard to draw any lessons from it, even though clearly the people being quoted have valuable leadership experience to share. At times the feel is of a high school or college student's pastiche of quotations out of context, mixed together, trying to sound wise, and simply failing. It's a shame. I read the whole book to at least feel I had given it a fair shake. It never got any better. You can learn something from anything, so in that sense it's not an utter waste of time. But there are many other books on this topic that deserve our time more.

A trivia note: John Sculley became CEO of Apple in 1983, not 1977 as the book says! That's a serious timeline problem that's obvious to anyone who is familiar with Apple's history.

0 of 0 people found the following review helpful. I felt this book was a complete waste of time. By JDBI was referred to this book by an article in HBR. After checking out the reviews I ordered it under the impression that it was a leading text on leadership and leadership traits. I couldn't make it past the first 50 pages, as I found the tone patronizing and that the author spent more time diminishing character aspects of various presidents than focusing on the positive traits of leadership. I will give the author credit for being equally disparaging of both republican and democratic presidents, so at least I wasn't able to determine a bias. That at least was refreshing in this day and age. Overall, I felt this book was a complete waste of time, but I will qualify that statement by reasserting I never ventured beyond 50 pages. Maybe all the valuable context in the remainder of the book.

Deemed "the dean of leadership gurus" by Forbes magazine, Warren Bennis has for years persuasively argued that leaders are not born—they are made. Delving into the qualities that define leadership, the people who exemplify it, and the strategies that anyone can apply to achieve it, his classic work *On Becoming a Leader* has served as a source of essential insight for countless readers. In a world increasingly defined by turbulence and uncertainty, the call to leadership is more urgent than ever. Featuring a provocative new introduction, this new edition will inspire a fresh generation of potential leaders to excellence.

From Publishers Weekly Business consultant and University of Southern California professor of business administration, Bennis here deplors what he considers a dearth of leadership in the world. Although he provides solid, practical guidance in how to fill this vacuum, his philosophically and psychologically rich volume seeks primarily to define leadership—which, in his view, requires self-knowledge and clear personal goals. Leaders in widely diverse areas—represented by television producer Norman Lear, AIDS researcher Mathilde Krim, CEO John Sculley and feminist Gloria Steinem—all share, contends Bennis, the ability to unite people in a common purpose. The curiosity of leaders, their faith in an "inner voice" and success in seizing control of their lives distinguish them from mere managers. But while a leader may demonstrate talent, the author observes that its fulfillment depends largely on organizational response to the challenge. 75,000 first printing; major ad/promo; author tour. Copyright 1989 Reed Business Information, Inc.

From Library Journal Bennis, author of the popular *Leaders: The Strategies of Taking Charge* (LJ 4/1/85) and also co-author of *The Unreality Industry*, reviewed in this issue, p. 00.—Ed., has interviewed hundreds of leaders over time, and he uses 30 of them to illustrate his points. He does this by quoting them, as appropriate, in the various chapters of the book—"Understand The Basics," "Operating on Instinct," "Knowing Yourself," etc. He still sees vision as an essential ingredient for leadership, but in this work stresses how to find the

vision. "The point is to become yourself, to use yourself completely--all your skills, gifts, and energies--in order to make your vision manifest." Recommended for all business collections.- Michael D. Kathman, St. John's Univ., Collegeville, Minn. Copyright 1989 Reed Business Information, Inc. "Only Warren Bennis could write a book on leadership that is so inspiring and insightful, captivating and wise, eloquent and revealing. His beautifully crafted stories of outstanding leaders and their fascinating paths to power are sure to launch an exciting journey of self-exploration for future leaders." Rosabeth Moss Kanter"