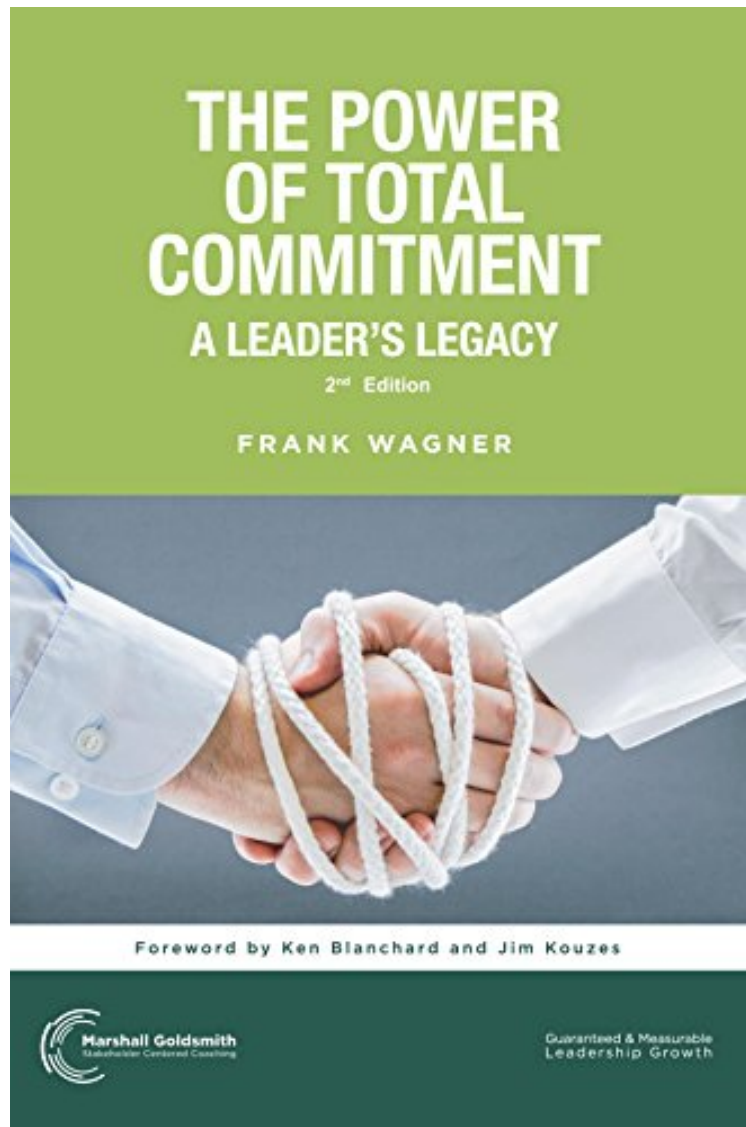


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The Power of Total Commitment: A Leader's Legacy

Frank Wagner

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Frank Wagner : The Power of Total Commitment: A Leader's Legacy before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Power of Total Commitment: A Leader's Legacy:

0 of 0 people found the following review helpful. Five StarsBy B. FowlerGreat story and learning.0 of 0 people found the following review helpful. Excellent Protocols Taught Through StoryBy William A. SommersFrank Wagner demonstrates his knowledge and skills in coaching and leadership with this story about organizational succession, leadership coaching and the application to a good life. In addition to great quotes, the storyline models the importance of personal integrity and a positive vision, with the commitment and courage to make good things happen for people and the organization. Those familiar with Stakeholder Centered Coaching and those who are leadership coaches will

increase their repertoire from reading the interaction between Art and Sam. 1 of 1 people found the following review helpful. A clear definition of Commitment and how to stay focused By Sherlock I recently attended a seminar by Dr. Wagner and this book was provided as follow-up material. The book is written in a narrative form like "The Paradox of Excellence" and "The One Minute Manager", but in this book the story-line is developed more than in those two other examples. The narrative is developed to the point where you might question whether this is a business book written like a novel, or a novel with a business lesson. The basis of the book is the power of Commitment and being true to your values. If you have a clear understanding of what your values are, who your "customers" are and what the proper balance between commitments to your various "customers" is, you will make good long-term decision. The book's chapters are then divided into how to increase your commitment based on the things you already have (the four "supportive" actions) and how to increase your base (the four "improvement" actions). Each chapter focuses on one of these 8 behaviours and provides examples, via the narrative story, on how to implement them. The book itself makes a key point: The concepts are easy to learn but hard to implement consistently. I found the book very good in focusing and distilling key behaviours that lead to greater management performance. I will definitely share this information with my reports to create a common language across the team. The book ends with an interesting twist. I would have given the book a 5 if the narrative had been kept a little more concise, as I found the characters developed to a level, that I personally found distracting from the message, but having said that, the content of the book is very useful and definitely a recommended read.

The Power of Total Commitment uses a story format to teach what was discovered when Marshall Goldsmith and Frank Wagner were tasked by the IBM Corporation to research and design a program around the Excellent Manager. IBM had been referenced quite extensively as an excellent company in the groundbreaking book In Search of Excellence. That book focused on why some companies maintained excellence for so long. IBM wanted to know how the cultural attributes uncovered in that work applied to the individual manager. Excellent managers from IBM, as well as a number of other highly successful companies were studied. What they had in common was the ability to demonstrate a high level of commitment and get others to do the same. The Power of Total Commitment unravels the mystery that often surrounds peoples' understanding of commitment. And, it provides a useful set of actions any leader can take to be a leader of commitment in his, or her, organization.

It's the first management book I could not stop reading straight through to the end. The Power of Total Commitment is relevant for leaders and followers of all organizations, whether profit-making or non-profit. -- George Weber, Secretary General and CEO The Canadian Red Cross The Power of Total Commitment is a clear road map for enhancing an individual's productivity. This book provides a valuable learning experience in a unique way. It's worth reading and then implementing. -- F.G. "Buck" Rodgers, Author of The IBM Way About the Author Frank Wagner started his consulting and teaching career immediately after completing his Ph.D. in 1976. He received the Teacher of the year award from the College of Business at Loyola Marymount University before embarking on a full time consulting career in 1982. His clients have included companies like Apple Computer, Citibank, Coca-Cola, IBM, Lawrence Livermore National Laboratory, NationsBank, Reebok, Sandia National Laboratory, Tektronix, and UCLA.