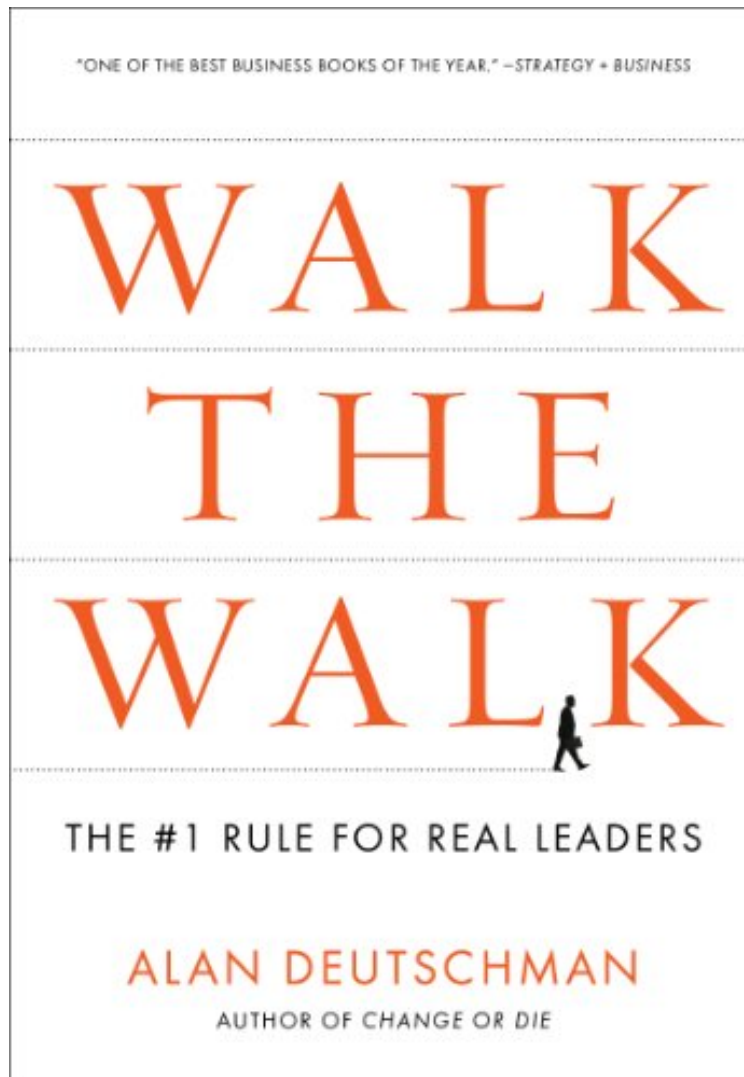


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## Walk the Walk: The #1 Rule for Real Leaders

*Alan Deutschman*

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**Alan Deutschman : Walk the Walk: The #1 Rule for Real Leaders** before purchasing it in order to gage whether or not it would be worth my time, and all praised Walk the Walk: The #1 Rule for Real Leaders:

5 of 5 people found the following review helpful. Six Important Take-Aways From Walk the WalkBy CustomerIn Alan Deutschman's book Walk the Walk, The #1 rule for leaders he debunks the common phrase we all have heard "Do as I say, not as I do". All leaders and non leaders alike recognize the fundamental truth that individuals, families, teams, organizations and entire companies are best lead by example. As soon as your example and actions don't match your words your credibility as a leader is diminished regardless of your title. Here are six important take-aways from Walk the Walk. I. For a leader every moment is a teachable moment for the rest of the organization. II. "the most crucial role of a leader is establishing and instilling the one or two values that will be most important to the organization..."

Please note Deutschman states one or two, not six or seven values. III. A lot of leaders practice lemmingship rather than leadership because their actions don't match the values they speak. IV. "The general must make himself the eyes of his own army. John Keegan" It is not enough to depend on reports or information provided by those directly working for you. You must periodically go, see and be an example at the working level. V. "Leaders must share the struggle...sharing the struggle, the risk, and the hardship..." VI. "Leadership is about creating change, so its greatest challenge comes when change seems nearly impossible - when people feel helpless and their situation appears hopeless. Even though a lot of us know the fundamental truths of leadership it is easy to slowly drift away from those truths. This book is a good refresher to remind you of sticking to the fundamental truth of leading by example. This book is worth your time because of the stories and illustrations used to drive the points home and I found it worthy enough to send copies to my clients. Dr. James T. Brown PMP PE CSP Author, The Handbook of Program Management 0 of 0 people found the following review helpful. Five Stars By Saolisai love this book 0 of 0 people found the following review helpful. Very Entertaining, interesting and hit the nail on the head By Frances Merritt This is a great book. It hits home for so many of us who have seen Directors spouting off about their company's "core values" while their actions demonstrate another, loathsome side of their character. A classic example would be the head of a corporation bragging about never laying off a single person in their company's history; but then, at the first sign of financial crisis, start laying off disillusioned employees in droves. How's that for building morale with the remaining employees?

"One of the best leadership books of the year." -strategy+business Leadership is the art of transforming how people think, feel, and act. Though some experts make it seem complicated, it really has only two elements: what you say and what you do. And according to Alan Deutschman, most leaders focus too much on words and not nearly enough on setting an example. Deutschman profiles a wide range of leaders (in business, education, the military, and nonprofits) who always walked the walk, especially when times got tough. In a skeptical world, that gave them more credibility than even the best possible speeches. Deutschman also shows the devastating consequences of not walking the walk, even on seemingly minor matters. Consider how the CEOs of GM and Chrysler hurt their chances of a government bailout by flying their private jets to Washington. The eye-opening examples in Walk the Walk will inspire leaders at all levels.