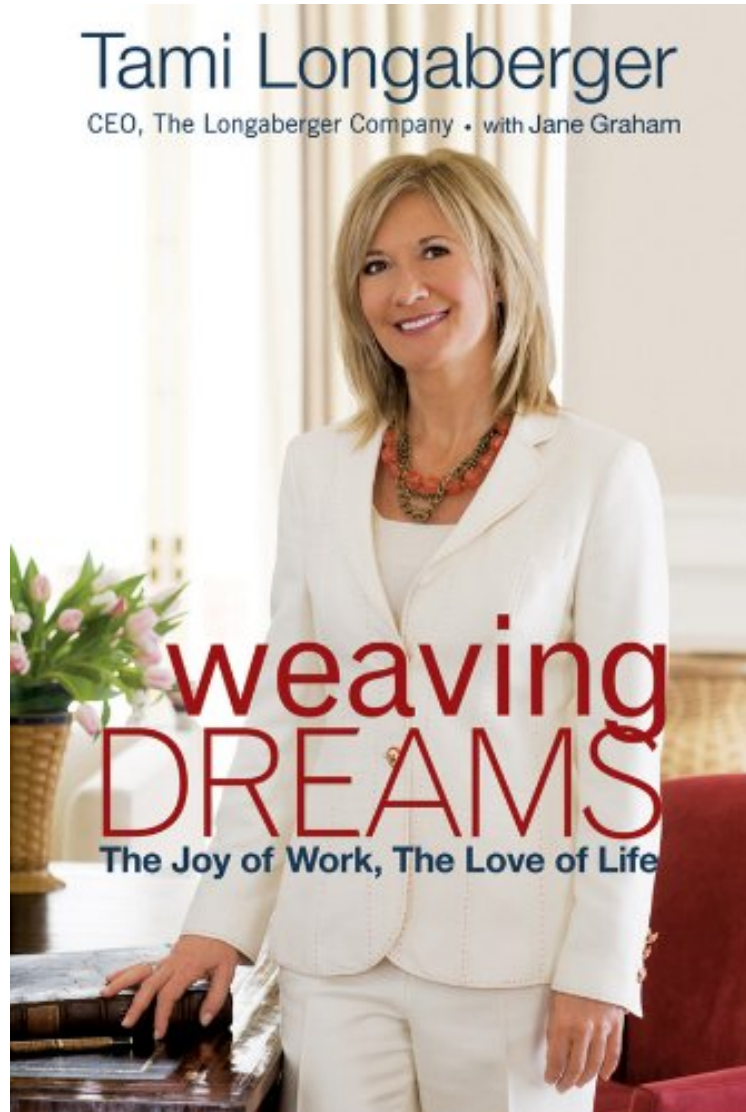


(Download) Weaving Dreams: The Joy of Work, The Love of Life

## Weaving Dreams: The Joy of Work, The Love of Life

*Tami Longaberger*

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**Tami Longaberger : Weaving Dreams: The Joy of Work, The Love of Life** before purchasing it in order to gage whether or not it would be worth my time, and all praised Weaving Dreams: The Joy of Work, The Love of Life:

1 of 1 people found the following review helpful. One StarBy Tracyall about someone who I thought was a business leader but really truly isn't8 of 11 people found the following review helpful. A wonderful picture painted with words of a life within the family legacyBy TexasGal70Just finished Weaving Dreams; I laughed, I cried, I dreamed, and was inspired. What an insightful, compelling woman Tami Longaberger is! I am impressed and amazed that as a working mother with such heavy responsibilities as CEO and President of the Longaberger Company she has time for such introspection and sharing. Her writings, with the help of descriptive writer Jane Graham, lay open Tami's inner

thoughts, feelings, fears and memories of her life and living that life in the limelight and at times the shadow of her father, Dave Longaberger the founder of the Longaberger Company. I sat with this book thinking I would only read a few chapters, and didn't come up for air until I was nearly completed (and only because I had to, not because I wanted to!). Written in a conversational, easy reading style, I was immediately engaged, feeling that I was right there with Tami in her stories. This is not a business book. It's a motivational book for women and even for men also. Whether you're new to Longaberger or have been a customer for years, this is an inside look to leading with a heart. This will inspire you to be a better person, to think more about your choices and decisions, and what you CAN DO for others. It's worth buying, and reading, and then sharing with a friend....0 of 1 people found the following review helpful. Great Ohio company! By K. Andreasen A family business built from a dream into a successful direct sales company. The Longaberger family with their work ethic, character, loyalty, and commitment to its employees, consultants and the community is so refreshing. It's a good read for anyone venturing into the business field.

Tami Longaberger is CEO of The Longaberger Company, the premier U.S. manufacturer of handcrafted baskets and other home and lifestyle products. With great tenderness, transparency, and candor, this book opens her heart, offering readers a glimpse of her unique "American Dream"—the kind not handed down or given freely—but earned by hard work and fierce tenacity. Whether sharing memories of her impoverished childhood in Appalachia or accounts of reaching out to business women of the Middle East, Longaberger evokes a balanced nostalgia for the sweetness of the past combined with a passionate call for hope for the future. *Weaving Dreams* prompts readers to dream bigger, think more broadly, and risk taking the road less traveled in business and in life. The life lessons remind us that we are all much more similar than distinct, that we have much for which to be grateful, and that the love of family is a treasure to be valued above all else. In *Weaving Dreams: The Joy of Work, the Love of Life*, Tami Longaberger emerges as a clear voice of encouragement and inspiration, challenging us all to live each moment to the fullest.

.com Exclusive: QA with Author Tami Longaberger What inspired you to write this book? I have been given so many wonderful, unique opportunities in my life to travel and learn and meet people. But one of the things dearest to me is the relationships I've built along the way, most of them somehow connected to our company and its 38-year history. I so treasure the impact that these relationships have had on me collectively, that when significant people in my life began to prompt me to tell my story in book form, I really listened. I realized that if they felt I could perhaps encourage or inspire someone else's journey—or if I had something interesting and valuable to contribute to the world—then perhaps it was time to share my thoughts, feelings, and memories on paper. What are some of the important lessons readers will get from this book? One of the things I worked really hard on while compiling ideas for this book was the notion of ensuring a take-away for the reader. I want anyone who picks up *Weaving Dreams* to have something to reflect on, to wonder about, and to consider honestly. So although this isn't a "self-help" book, I'd like to think that readers will indeed draw important lessons from its pages, beginning with the idea that we truly are all more similar than we are dissimilar; we truly do have more in common than we may think—globally speaking. I also hope that readers will gain a renewed sense of belief in themselves and in the power of their dreams, and know that they are not alone in trying to maintain balance and integrity in our hectic world. Most of all, that they will be reminded that we do have much for which to be grateful. How would you describe your leadership approach as CEO of Longaberger? I would describe my leadership approach as being relational and participatory. I love to invite new members of our Longaberger Family into a meeting or to join a conference call to give them the opportunity to learn and gain experience. I enjoy being involved and engaged in this company while still letting people do their job and "go for it" on their own. I view myself as a compassionate leader, because although there are times when tough decisions may not seem compassionate, in my heart, I'm always thinking about how our decisions—my decisions—will affect others. That's not always easy, it stirs unwelcome angst and emotional pain I hold inside me, but it's who I am. What has been your biggest accomplishment as CEO of Longaberger? I feel incredibly privileged to have continued this journey as CEO through challenging times over decades; we are blessed to continue to be a force in the direct sales world and are proud of the quality of our products and the American craftsmanship of our baskets. Any personal satisfaction I feel about those things is only part of what I deem to be important. In simple, personal truth, it is the joy that comes with being part of a company that has so positively affected so many individuals and their families. Literally tons of thousands of consultants, basket makers and staff members look to The Longaberger Company and credit it with their success; with sustaining their families, with giving them purpose and a reason to dream, being a part of a community—an extended family. That is really something. And it is that thing that gives me gratitude and allows me to feel great professional accomplishment and personal satisfaction in my company. From the Inside Flap The Longaberger Company, now one of the largest direct-selling organizations in the United States, began with Dave Longaberger's dream that he could market fine, American-made baskets. Even when others said it couldn't work, the company persevered and overcame doubters by sticking to a core set of principles. These principles of success still guide the company today, under the

leadership of Dave's daughter Tami. Then and now, the center of that success has been Longaberger's highly creative and engaged employees who, together with Tami, carry forward the company's one-of-a-kind culture. With great tenderness, transparency, and candor, Tami Longaberger opens her heart, offering readers a glimpse of her unique American Dream—the kind not handed down or given freely, but earned by hard work and fierce tenacity. Whether sharing memories of her childhood in Appalachia or accounts of reaching out to businesswomen in the Middle East, Longaberger evokes a balanced nostalgia for the sweetness of the past commingled with a passionate call for hope for the future. Weaving Dreams prompts readers to dream bigger, think more broadly, and risk taking the road less traveled. The life lessons remind us that we are all much more similar than distinct, that we have much for which to be grateful, and that the love of family is a treasure to be valued above all else. In Weaving Dreams: The Joy of Work, The Love of Life, Tami Longaberger emerges as a clear voice of encouragement and inspiration, challenging us all to live each moment to the fullest. Filled with common sense and wisdom that defies today's slick, impersonal business culture and lays the foundation for long-term growth, Weaving Dreams shares reflections from the heart of American doggedness, ingenuity, and entrepreneurship that will inspire you to new heights in business and life. The Longaberger Company is the premier U.S. manufacturer of handcrafted baskets and provider of other home and lifestyle products. It was founded in 1973 by Tami Longaberger's late father Dave. Since 1999, Tami has served as president, chair of the board, and CEO of The Longaberger Company. One of the largest direct-selling organizations in the country, it provides considerable income opportunity, as well as trips, recognition, and incentives to its 40,000 independent consultants. From the Back Cover Discover inspiration where work and dreams meet We in America have been granted the unbelievable opportunity to search for silver linings every day. In the great expanse of this country, I truly believe that you can do whatever you set out to do—as long as you get up every day and keep trying. It's possible! Who would have ever dreamed that my dad—a poor boy in the early part of the twentieth century—would have made a living at weaving baskets . . . let alone build a company that would go on to employ thousands of people? Who would have thought that in less than fifty years, I could go from a baby in an Appalachian cottage to CEO of this company? But in America, it's possible. At Longaberger, we like to tell people that they can achieve their own American Dream. And one of the shining joys of my job is getting to see people whose lives are changed because of their determined efforts to find that dream and call it into reality. When I meet a person whose life has been revitalized or transformed by the opportunity Longaberger gives them, my spirit floats. It is such a magical thing when people who did not grasp their innate, raw power suddenly stretch to their full potential. What are your hopes and aspirations? What kind of legacy do you want to leave for your children? What's your silver lining?

—Tami Longaberger