

(Ebook pdf) CEO Material: How to Be a Leader in Any Organization

CEO Material: How to Be a Leader in Any Organization

D. A. Benton

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D. A. Benton
New York Times Bestselling Author of
How to Think Like a CEO



How to Be a Leader
in Any Organization



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D. A. Benton : CEO Material: How to Be a Leader in Any Organization before purchasing it in order to gage whether or not it would be worth my time, and all praised CEO Material: How to Be a Leader in Any Organization:

0 of 0 people found the following review helpful. Good Book for the Right AudienceBy Joel TrammellI would say this book is best for entry to mid-level managers in an organization to understand what it takes to be successful at an executive level. I don't think the book describes the CEO job particularly clearly but I do think it gives great advice for

younger people trying to understand what leadership is all about. I would give it to high potential managers as a way to refine their game. 0 of 0 people found the following review helpful. Great read, and she is great to hear talk ...By Buss7037 Bought this for a class Benton taught. Great read, and she is great to hear talk and learn from! 2 of 3 people found the following review helpful. Useful but not groundbreaking By Jaewoo Kim This is a good book for general knowledge on how to be promoted and getting to the top. The author has somewhat of a quirky but effective writing style. Almost all the suggestions are based on anecdotal evidence and personal experiences. You will not find any scientific studies in this book. Yet, I have found many of the author's suggestions to be very insightful and occasionally eye-opening. The book is also an interesting read and does a good job of keeping the reader constantly stimulated. Some of the more useful suggestions in this book are: 1) Be a generalist and not just a specialist. Be good and have experiences in multiple disciplines. If you want to rise to the top, you do not want to be pigeon-holed as a specialist in only one area and not good at much else. 2) There are no shortage of able bodies for top level CEO positions. Good undergrad, blue chip company background, and a top-tier MBA are just for starters. One almost must have steady career progression (promotion every 2.5 years or so) and a solid track record of leadership and improving the organizational bottom line. 3) One must be willing to take risks and occasionally fail. No risk taking means no big rewards or even gaining valuable experiences. 4) One must strive for constant personal and professional improvement through gathering 360 feedback. Continuous improvement requires constant feedback, analysis, and learning. 5) Your appearance matters and you always want to look and act like a CEO. I recommend this book.

Sooner or later that plum position is going to become vacant at your workplace. You know yoursquo;ll want it, but can you get it? Ask yourself: Whatsquo;s my track record? Am I smart enough in the right areas? Do people like working with me? Do they respect me? Would they follow me if I were in charge? Am I CEO material? Any aspiring ladder-climber should be able to answer these questionsmdash;because, without a doubt, the competition thinks it can. In CEO Material, D. A. Benton shows you how to become highly visible and absolutely indispensable to your organization. Yoursquo;ll learn how to project confidence, even when something hasnrsquo;t gone your way. Yoursquo;ll recognize the value of being a generalist, able to comprehend every facet of your businessrsquo;s structure and function. Yoursquo;ll find out how to keep learning and growing so that you never feel stuck, much less appear so to decision makers. And most importantly, yoursquo;ll master four Crsquo;s that no true leader can be without: Confidence Constant Communication Craftsmanship Coworker Collaboration Inside, yoursquo;ll find a lifetime of top-level professional development advice that can make the difference. ldrquo;CEO Whispererrdrquo; D. A. Benton is your guide to doing what must be done in order to make significant moves up the ladder. Itsrquo;s not just about showing up;itrsquo;s about having integrity, taking charge, accepting challenges, and making an ally out of everyone you work with. Conduct yourself like a CEO and yoursquo;ll be first in line for each new promotion in your field. Transform yourself from an average employee to an indispensable corporate player with the help of CEO Material.

From the Back Cover When yoursquo;re CEO material, everyone knows it. But it has to start with you. ldrquo;Debra is the leadership Peter Drucker of the 21st Century.rdrquo; mdash;John Bianchi, CEO, Frontier Gunleather ldrquo;CEO Material is a practical, engaging, and people savvy instruction manual on how to dial up your leadership effectiveness and enhance your career.rdrquo; mdash;Jim Goldman, CEO and president, Godiva Chocolatier ldrquo;Whether you are already part way up the organizational ladder or just on the first rung, if you only have time to read one book this year hellip; this one is a must!rdrquo; mdash;Gordon Peters, founding chairman, CEO, The Institute for Management Studies ldrquo;A great book for pausing, taking stock and asking: Am I developing all the qualities of character that will allow me to lead and achieve great things?rdrquo; mdash;Rick Orsquo;Donnell, CEO and president, Acton Foundation for Entrepreneurial Excellence ldrquo;One effective way to learn how to become a CEO is to spend years learning from the best. But, if you donrsquo;t have that much time, you can simply read CEO Material.rdrquo; mdash;Rulon F. Stacey, Ph.D., president and CEO, Poudre Valley Health System, and Malcolm Baldrige National Quality Award Winner About the Author D. A. (Debra) Benton is a bestselling author, speaker, and executive coach in high demand. Her client list reads like a ldrquo;Whorsquo;s Whordquo; of success stories, from Campbellrsquo;s Soup and Dell Computer to McDonaldrsquo;s and Time Warner. She has been featured in Time, BusinessWeek, Fortune, and The New York Times and has appeared on Today, Good Morning America, and CNN. Her bestselling books include Executive Charisma and How to Act Like a CEO. Visit D. A. Benton at debrabenton.com.