



Leadership Lessons in Literature: How my favorite business books have guided my career

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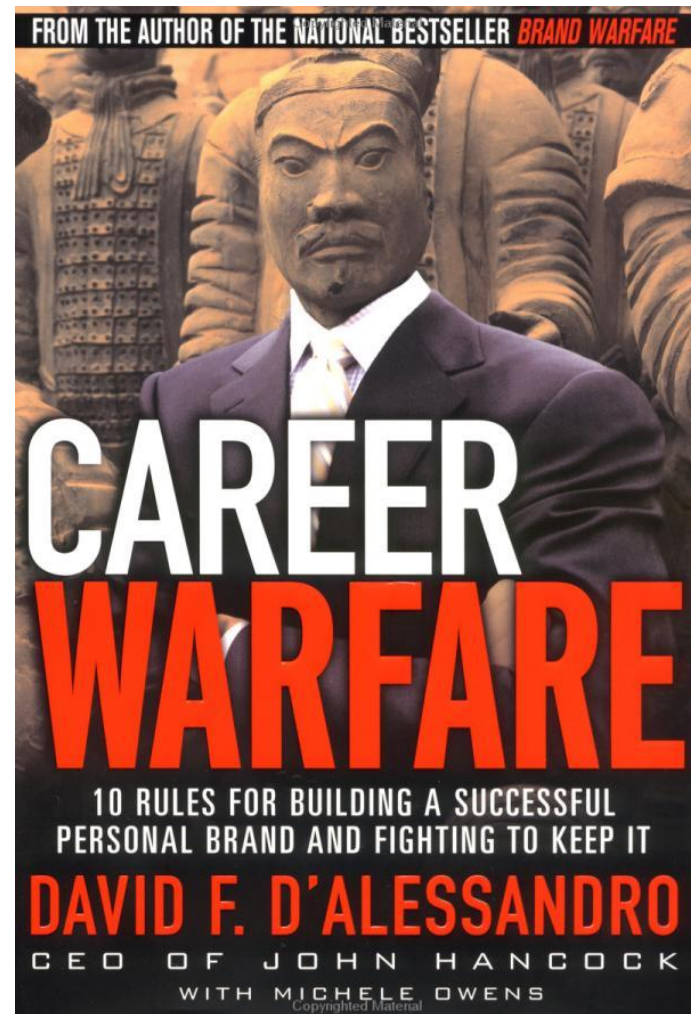
YOU

- Leadership starts with YOU
- You have to know yourself first
- Give an honest assessment of who you are and who you want to be
- Make sure all of your decisions are made in the context of who you are and who you want to be



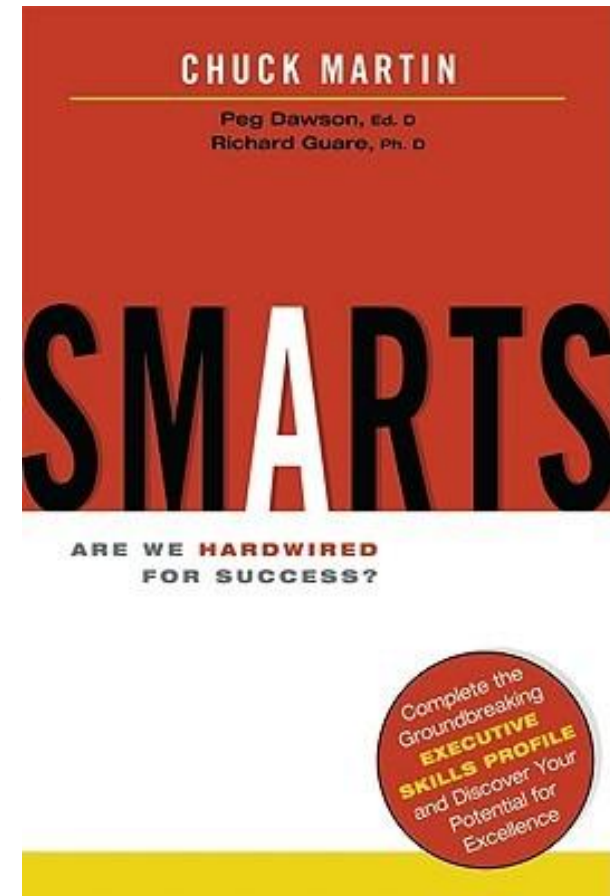
Career Warfare – David D'Alessandro

- What is your brand?
 - Are you Coke or New Coke?
 - Are you able to objectively assess it?
 - Bring home the bear, on time
- Every decision affects your brand
 - Many aspects of your brand are decided in an instant
 - It is ALWAYS show time
- Your boss owns your brand
- Be humbly prideful



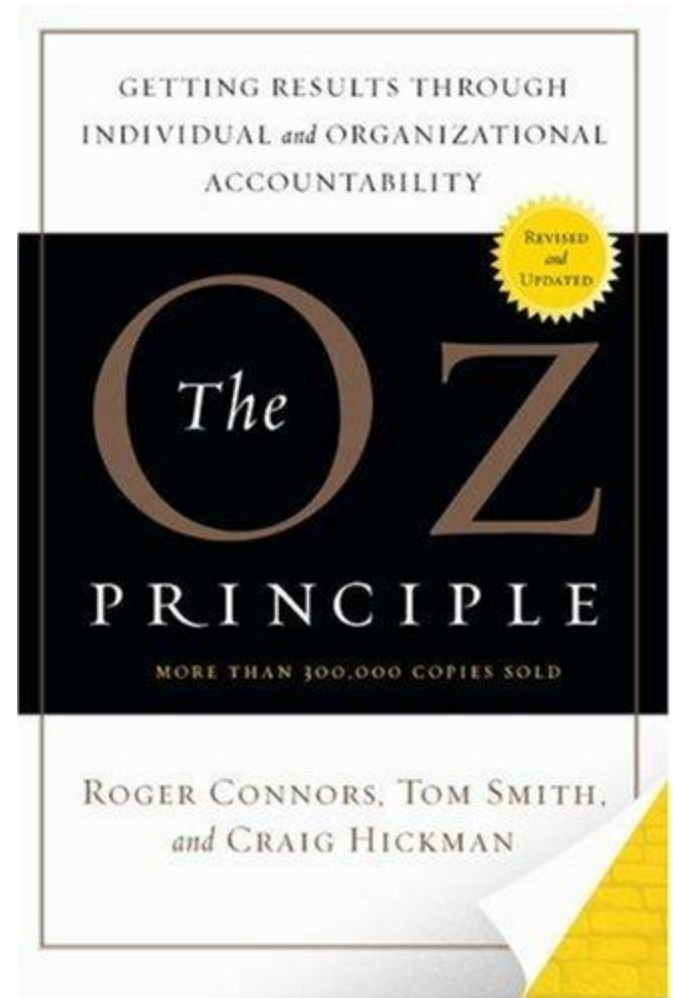
Smarts – Chuck Martin

- Who are you?
 - What are your strengths?
 - What are your weaknesses?
- 12 Executive Skills
 - Self Restraint
 - Working Memory
 - Emotion Control
 - Focus
 - Task Initiation
 - Planning/Prioritization
 - Organization
 - Time Management
 - Defining and Achieving Goals
 - Flexibility
 - Observation
 - Stress Tolerance
- Your strengths are your strengths; your weaknesses are your weaknesses
 - You will always be strong in some and always be weak in some
 - Find a job that uses your strengths to their maximum and avoids your weaknesses



The Oz Principle – Roger Connors, Tom Smith, and Craig Hickman

- What is your leadership philosophy?
- The Oz Principle is one philosophy
 - Above the line behaviors
 - See it (The Lion)
 - Own it (The Tin Man)
 - Solve it (The Scarecrow)
 - Do it (Dorothy)
 - Below the line behaviors (avoid the victim cycle)
 - Cover your tail
 - It's not my job
 - Confusion / Tell me what to do
 - Finger pointing



YOUR ORGANIZATION

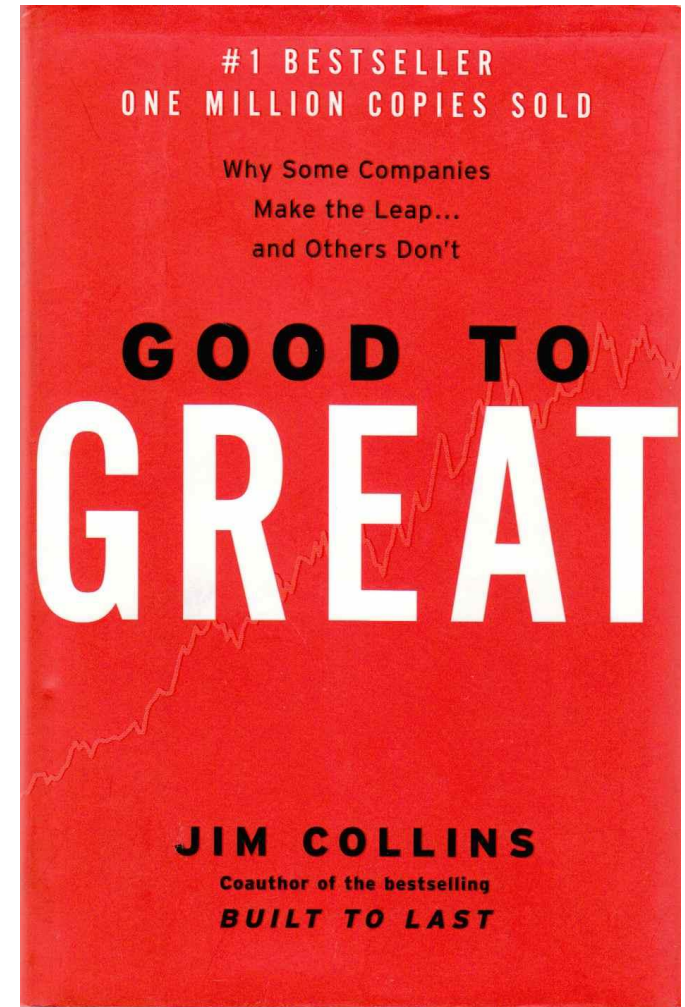
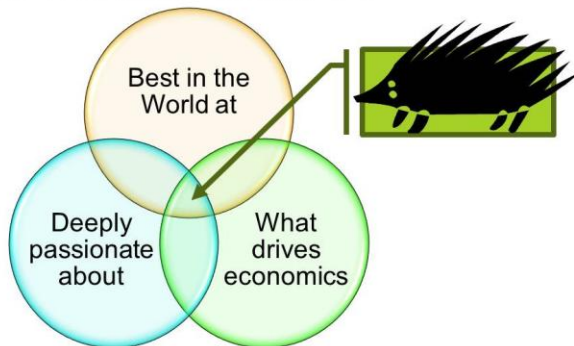
- It all starts with the heart
 - You need to care about your employees
 - This starts by knowing them – who they are, what are their dreams
 - You cannot fake caring
- Use data to drive your decisions
- Be the positive catalyst for change
- Beware of precedent



Good to Great – Jim Collins

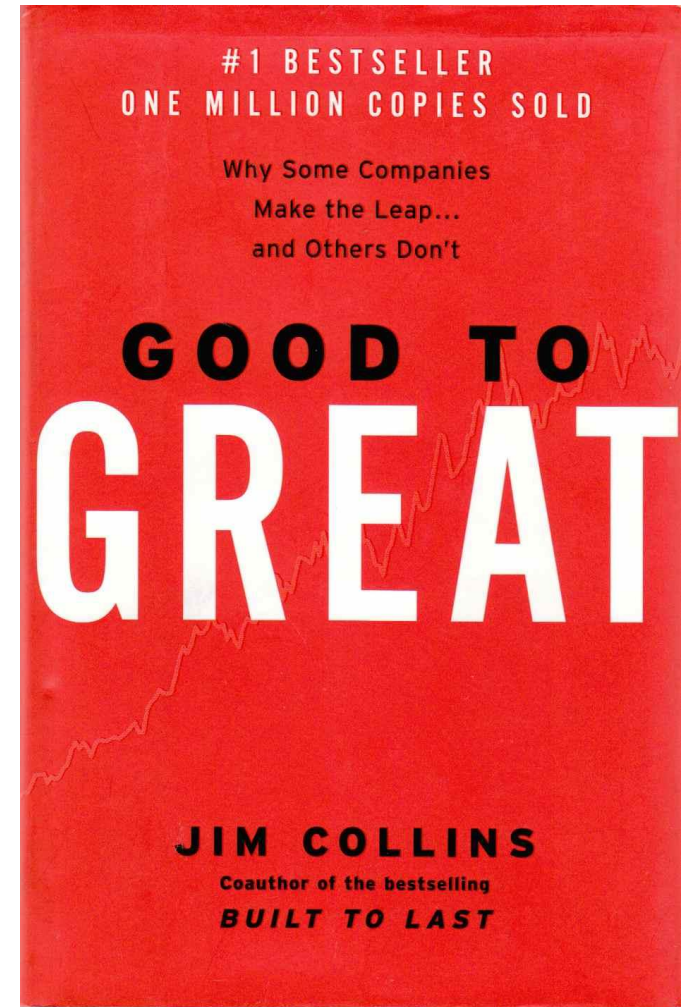
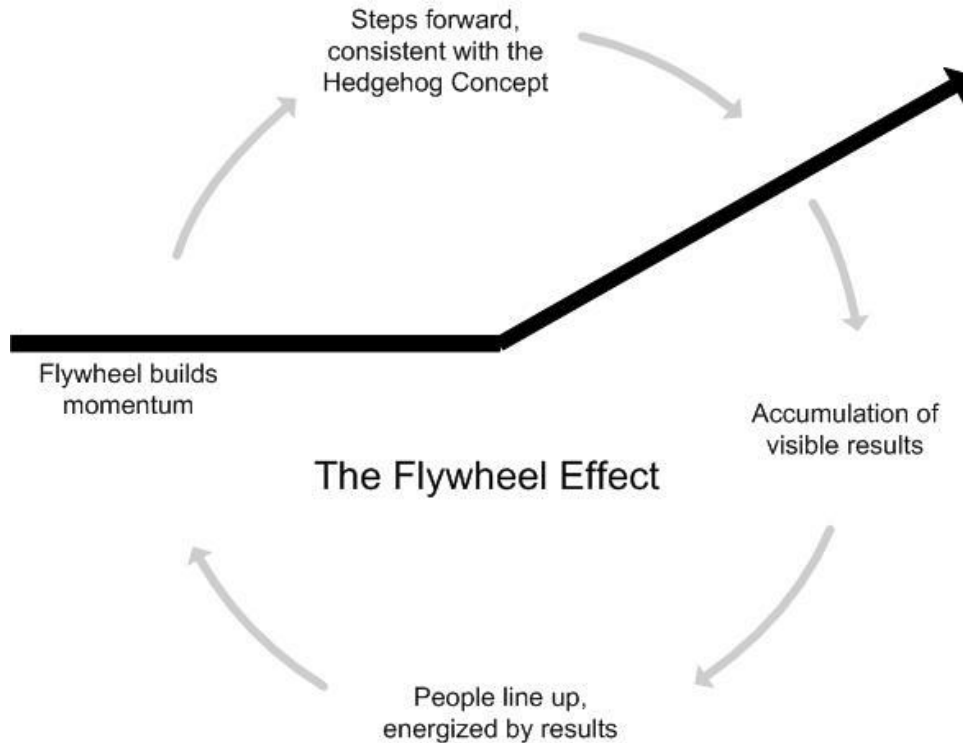
- Good is the enemy of Great
 - Never be happy with where you are
- First Who...Then What
 - Hire the right people then worry about where they go
- Confront the brutal facts
 - Be honest about your organization and the world around you
- Employ the Hedgehog Concept

HEDGEHOG CONCEPT



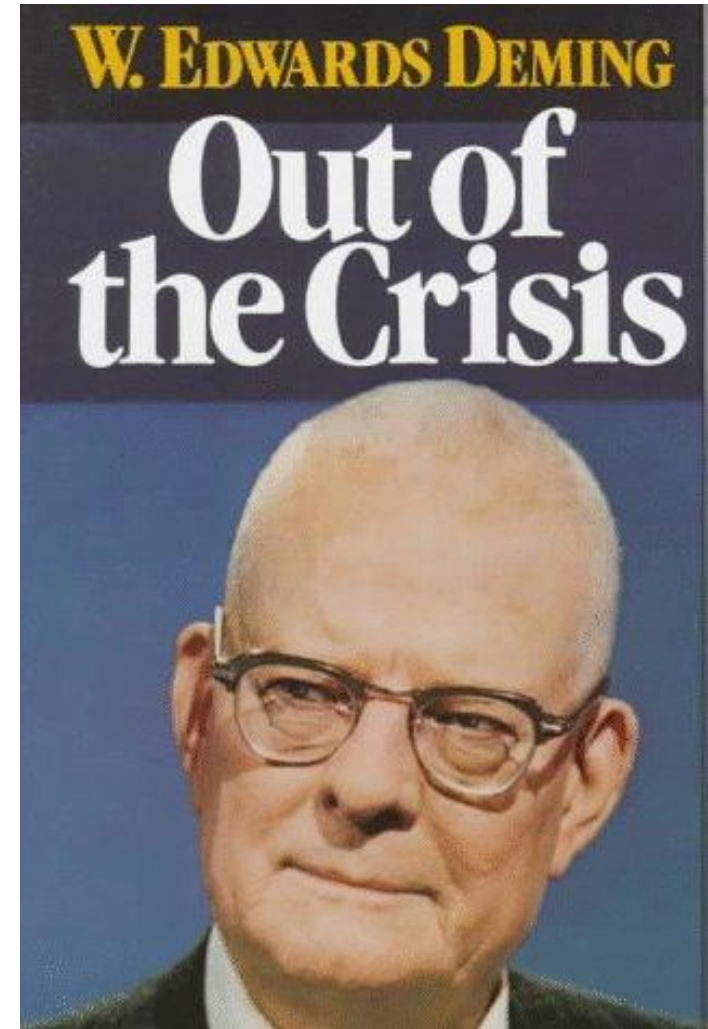
Good to Great – Jim Collins

- Use the Flywheel effect



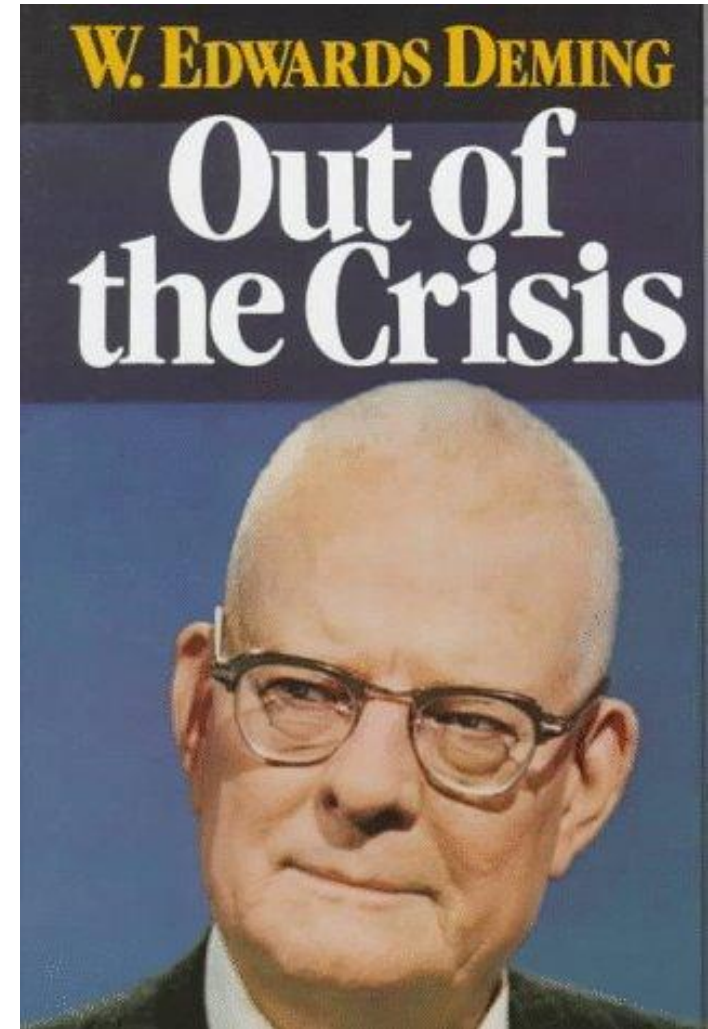
Out of the Crisis – W Edwards Deming

- The 14 points
 - Create constancy of purpose toward improvement of product and service
 - Adopt the new philosophy
 - Cease dependence on inspection to achieve quality
 - End the practice of awarding business on the basis of price tag. Instead, minimize total cost. Move toward a single supplier for any one item, on a long-term relationship of loyalty and trust
 - Improve constantly and forever the system of production and service
 - Institute training on the job
 - Institute leadership
 - Drive out fear
 - Break down barriers between departments.

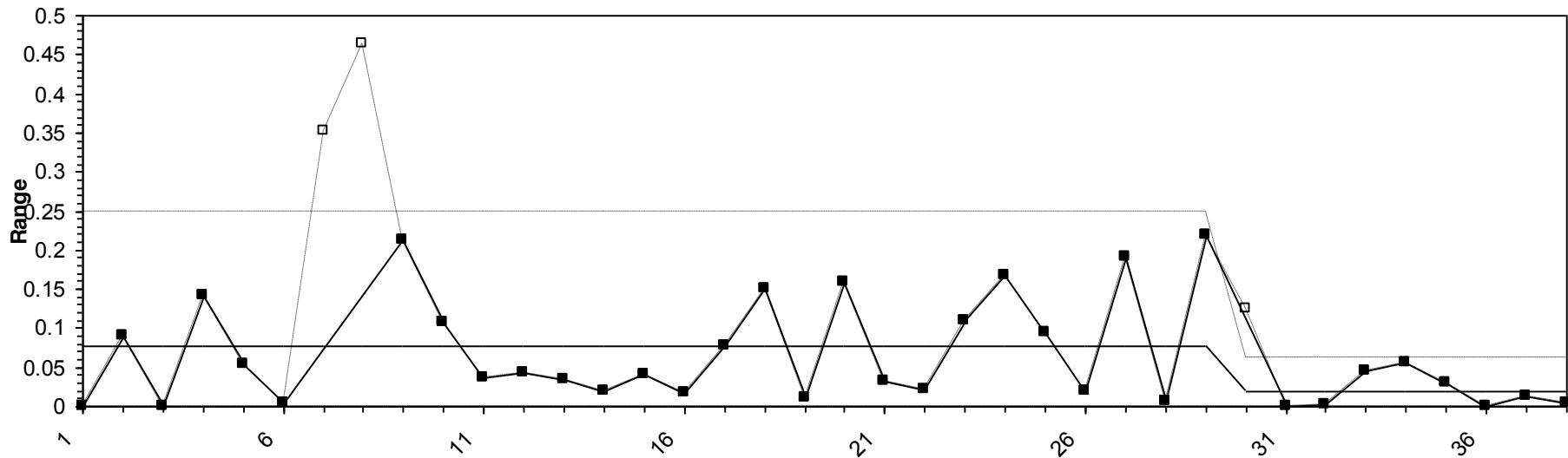
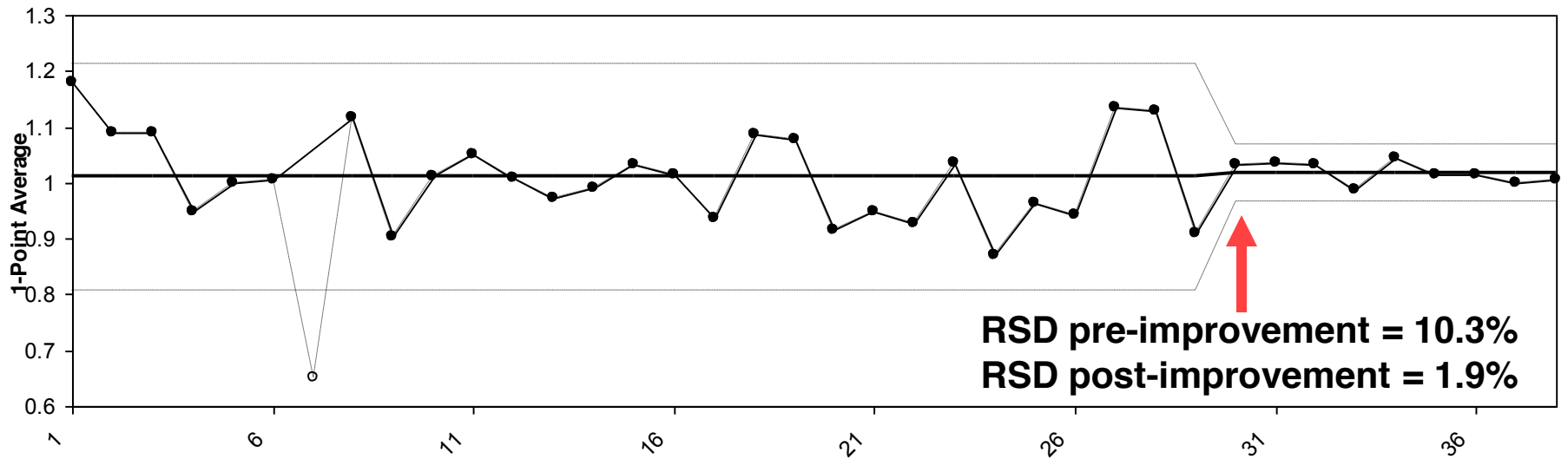


Out of the Crisis – W Edwards Deming

- The 14 points.
 - Eliminate slogans, exhortations, and targets for the work force
 - Eliminate work standards (quotas) on the factory floor. Substitute leadership
 - Eliminate management by objective. Eliminate management by numbers, numerical goals
Substitute leadership
 - Remove barriers that rob the hourly worker of his right to pride of workmanship. The responsibility of supervisors must be changed from sheer numbers to quality
 - Remove barriers that rob people in management and in engineering of their right to pride of workmanship
 - Institute a vigorous program of education and self-improvement
 - Put everybody in the company to work to accomplish the transformation

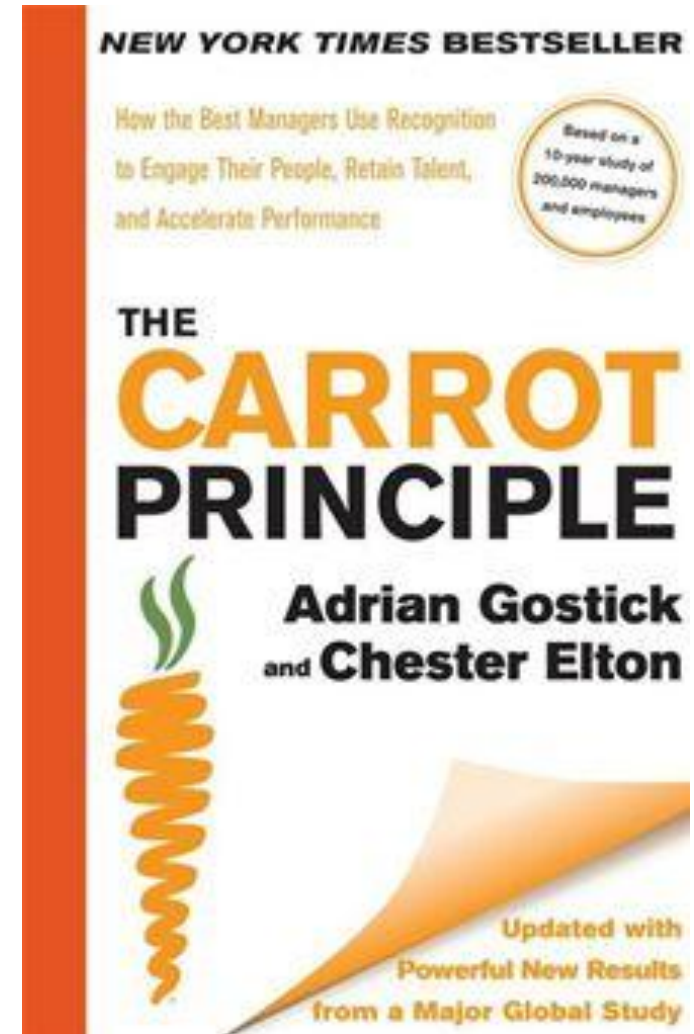


Focus on Variability Reduction



The Carrot Principle – Adrian Gostick and Chester Elton

- The best managers use recognition to deliver extraordinary results
 - It is not the engine, but it is the accelerator
- Two types of recognizers:
 - Expectors
 - Altruists
- Employ recognition in all you do
 - Let people know you appreciate them
 - Be specific; tell them what they did well, why it mattered to the business, and why it mattered to you.
- Do this over and over
 - You cannot over do it (research backs this up)
 - Giving constant meaningful recognition does not cheapen it



Brian's Principle - Be like McDonald's

- When you walk up to the counter, someone with a smile greets you
 - Smile – be the positive person in the group
- They ask: “How can I help you?”
 - Be the person that tries to help everyone
- McDonalds has a comprehensive training program
 - Ask for training
- McDonald's does not pride itself on the best dining experience, just the same
 - Be the same, day in and day out to everyone
 - Focus on variability reduction
- McDonald's knows its business
 - Be focused on delivering and what you do well



أحلى الأوقات وأند طعم

