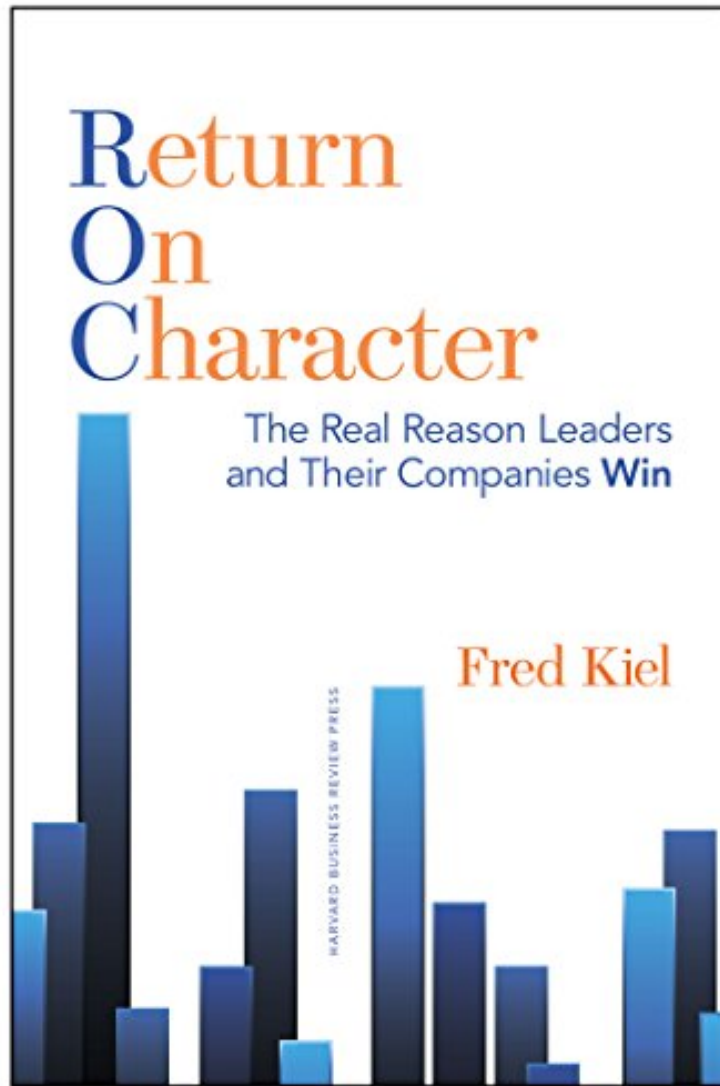


[Free] Return on Character: The Real Reason Leaders and Their Companies Win

## Return on Character: The Real Reason Leaders and Their Companies Win

*Fred Kiel*

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**Fred Kiel : Return on Character: The Real Reason Leaders and Their Companies Win** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Return on Character: The Real Reason Leaders and Their Companies Win:

23 of 24 people found the following review helpful. A major contribution in the evolution of true leadershipBy William D. Anton, Ph.D. Not since I wrote Business Success Through Self-Knowledge have I read a leadership book that gives equal value to "who the leader is" and "what the leader does". Dr. Kiel is correct in observing that "trust flows from strong character habits", and I would add, these habits flow from self-knowledge. As long as your basic

mental models (supported by neurobiology) and fortifying habits remain in force, you will only achieve a more efficient existence, not true freedom. I would add that self-knowledge brings forth "moral intuitions", modulates the expression of the "Big Five", and integrates the slow brain and the fast brain in a way that balances drives. In short, "the truth will set you free." I recommend this data based book highly and have purchased multiple copies for several top executives in the business world.

William D. Ant on, Ph.D. 2 of 2 people found the following review helpful. A Must Read across the ages, career and for best personal life!!

By Suzanne Jean Return on Character is well written. It speaks to the young person finishing their education by giving them a track to run on. It addresses the issues facing someone not satisfied with their current career momentum. Any age, any career, in my opinion, people can make positive changes from reading this very well researched and easy to read book. I feel the Takeaways or synopsis at end of each chapter is really a very useful tool to highlight points made in the chapter. Offering website information, showing the questions asked of each person involved in the research gives a person the chance to compare their own experience with those researched. I feel this book should be required reading from junior in High School to the day one feels they no longer need to learn something that will benefit themselves and those around them.

0 of 0 people found the following review helpful. Character Counts

By Bob Vanourek A study by KRW International surveyed employees and CEOs in 84 companies about the character of their leadership teams and compared the results to their financial performance. High character CEOs and leadership teams, as judged by their employees, had an average return on assets (ROA) of 9.35%, while the mid-group ratings on character had an ROA of 4.83%, and the lowest character group averaged 1.93% ROA. The average ROA for the SP 500 ranges from 2 ndash; 3.25%.

Does the character of our leaders matter? You may think this question was answered long ago. Countless business authors and analysts have assured us that great leadership demands great character. Time and again, we've seen that truth play out, as once-thriving organizations falter and fail under the guidance of leaders behaving badly. Why, then, do so many executives remain skeptical about the true value of leadership character? A winning strategy and a sound business model are what really matter, they argue; character is just the icing on the cake.

What's been missing from this debate is hard evidence: data that shows not only that leadership character matters for organizational success, but how it matters; and concrete evidence that it leads to better business results. Now, in this groundbreaking book, respected leadership researcher, adviser, and author Fred Kiel offers that evidence--solid data that demonstrates the connection between character, leadership excellence, and organizational results.

After seven years of rigorous research based on a landmark study of more than 100 CEOs and over 8,000 of their employees' observations, Kiel's findings show that leaders of strong character achieved up to five times the ROA for their organizations as did leaders of weak character.

Return on Character goes on to reveal: How leadership character is formed, how it creates value, and how that value spreads throughout the organization

How low-character leaders undermine the success of even the best business plans

How leaders at any level can develop the habits of strong character and "unlearn" the habits of poor character

The book also provides a character-building methodology--step-by-step advice and techniques for assessing your own character habits and improving your performance and that of your organization.

Return on Character provides the blueprint for building your own leadership character and creating a character-driven organization that achieves superior business results.

2016 Axiom Business Book Gold Award in LEADERSHIP

"A great sales book . . . With thoughtful, clear, and engaging examples, Cespedes provides a framework for diagnosing and managing the core levers for effective selling in any organization." — Sales Pro Insider

"It's rare to find a business book, let alone one on leadership, that is well researched, well documented, well written, convincing, credible, and imbued with a voice that one grows to both trust and admire" — strategy+business magazine

"The book is filled with compelling case studies . . . You'll walk away with new ideas for improving employee morale, engaging customers and earning their loyalty, and gaining respect for your organization from your community." — TD magazine (Association for Talent Development)

"In business, nice guys finish first. Yes, really" — Fortune

"Every entrepreneur needs to understand the importance of character and leadership is to their growth and success, as well as their ability to attract investors. The return on character in business is well worth the investment." — Forbes

"Does having excellent character contribute positively and sustainably to the bottom line? Unsurprisingly, the answer is in the affirmative but Kiel also presents a wide body of hard evidence for this proposition...The work involved in exploring your own nature and ways to overcome problems can be difficult and painful but is ultimately worth it." — Irish Times

ADVANCE PRAISE for Return on Character: Irvine Hockaday, former President and CEO, Hallmark Cards— "This book breaks new ground. Its central finding: organizations led by a CEO and executive team of high character will, on average, produce a materially higher ROA than other organizations. Readers will find the results convincing and the suggestions for how to attain that kind of leadership quite valuable." — Shane S. Dikolli, Associate Dean for Faculty Engagement, Fuqua School of Business, Duke University— "This book is an extraordinary source of insight about how the personal characteristics of leaders translate into significant economic consequences for the organizations they lead. The examples are concrete, the chapter takeaways are penetrating, and the guidance for becoming a 'Virtuoso leader' is

is essential reading for anyone with leadership aspirations or responsibilities.” Yvonne K. Franzese, Chief Human Resources Officer, Allianz of America— “Fred Kiel's breakthrough research demonstrates that character is a leadership differentiator that resonates with employees and has a positive impact on business results. His findings clearly illustrate that greatness need not be achieved at the expense of virtuosity, and that the self-focused CEO will always be part of our history but does not need to be part of our future.” David Kenny, Chairman and CEO, The Weather Company—“Fred Kiel provides inspiration for both current and future leaders to live and act on their values and to empower their organizations to do the same. A great contribution to the study of leadership.” David G. Bradley, owner and Chairman, Atlantic Media—“Fred Kiel, the global dean of CEO coaches—in the masterpiece of his career—argues two truths gleaned from his practice and scholarship: 1) High personal character in corporate leadership yields far higher ROI and ROA for the company; and 2) Growth in character is a matter of choice and discipline and, as such, available to us all. Thirty years of clinical practice built into a playbook for leaders and their teams.”