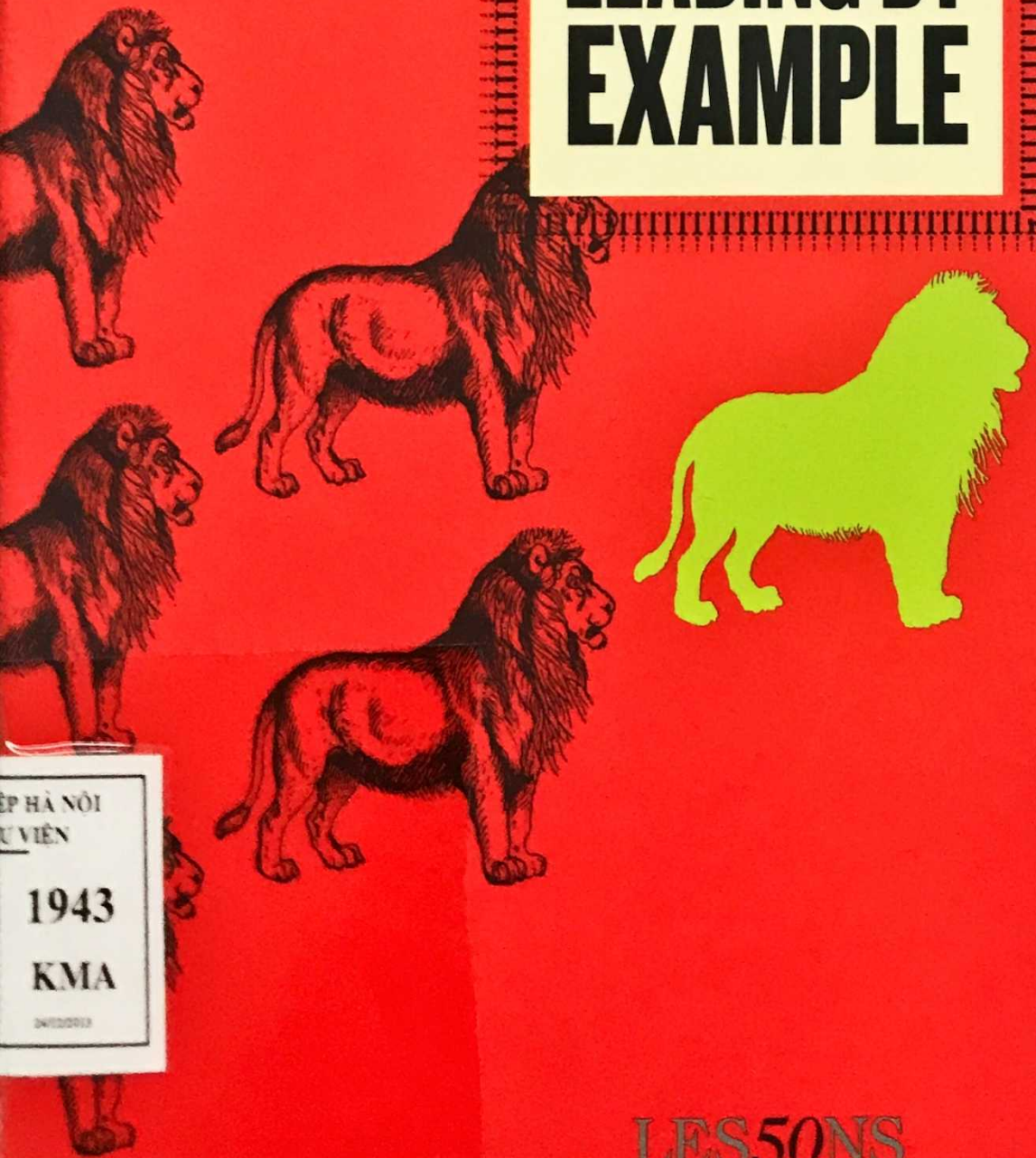


LESSONS LEARNED

STRAIGHT TALK FROM
THE WORLD'S TOP
BUSINESS LEADERS

LEADING BY EXAMPLE



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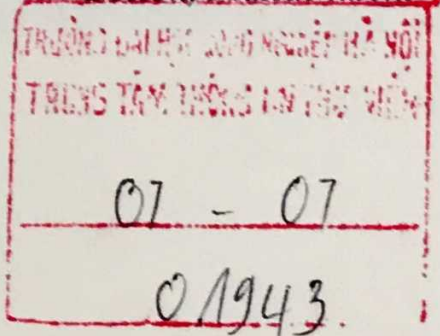


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Harvard Business School Press

Boston, Massachusetts



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Printed in the United States of America
11 10 09 08 5 4 3

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Library of Congress Cataloging-in-Publication Data
Leading by example.

p. cm. — (The lessons learned series)

Lessons learned : straight talk from the world's top business leaders

ISBN-13: 978-1-4221-1859-7 (pbk. : alk. paper)

I. Leadership. I. Title: Lessons learned : straight talk from the world's top business leaders.

HD57.7.L43744 2007

658.4'092—dc22

2007019474

—‡ A NOTE FROM THE ‡—
PUBLISHER

In partnership with Fifty Lessons, a leading provider of digital media content, Harvard Business School Press is pleased to announce the launch of Lessons Learned, a new book series that showcases the trusted voices of the world's most experienced leaders. Through the power of personal storytelling, each book in this series presents the accumulated wisdom of some of the world's best-known experts and offers insights into how these individuals think, approach new challenges, and use hard-won lessons from experience to shape their leadership philosophies. Organized thematically according to the topics at the top of managers' agendas—leadership, change management, entrepreneurship, innovation, and strategy, to name a few—each book draws from Fifty Lessons' extensive video library of interviews with CEOs and other thought leaders.

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Here, the world's leading senior executives, academics, and business thinkers speak directly and candidly about their triumphs and defeats. Taken together, these powerful stories offer the advice you'll need to take on tomorrow's challenges.

We invite you to join the conversation now. You'll find both new ways of looking at the world, and the tried-and-true advice you need to illuminate the path forward.

—❧ CONTENTS ❧—

1. Will Whitehorn
**The Importance of
a Visible Leader** I
2. Sir Michael Rake
**Setting the Right Tone
at the Top** 7
3. Ken Freeman
Leadership 24/7 15
4. Julia Cleverdon
**The Front Line Is the
Bottom Line** 21
5. William Pollard
Be a Servant Leader 29
6. Lord Sharman
The Head Gardener 35
7. Dawn Airey
Listening at All Levels 41

Contents

- | | | |
|-----|---|-----------|
| 8. | Sanjiv Ahuja | |
| | Leadership Is Not a
Popularity Contest | 49 |
| 9. | Sir David Michels | |
| | Use Emotion Sparingly | 55 |
| 10. | Lord MacLaurin | |
| | The Humble Boss | 61 |
| 11. | Warren Bennis | |
| | A Leader Is Shaped
by His Team | 65 |
| 12. | Domenico De Sole | |
| | The CEO Sets the Tone | 71 |
| 13. | Howard Lester | |
| | If You're Going to Lead,
Trust Your Judgment | 77 |
| 14. | Amelia Fawcett | |
| | Having the Courage of
Your Convictions | 83 |
| | About the Contributors | 89 |
| | Acknowledgments | 99 |