DESCRIPTION

In the wake of continuing corporate scandals there have been few, if any, CEOs that have stepped forward as models of "doing things right"—except the former chairman and CEO of Medtronic, Bill George. George has become the unofficial spokesperson for responsible leadership—in business, the media, and academia.

In Authentic Leadership Bill George makes the case that we do need new leaders, not just new laws, to bring us out of the current corporate crisis. He persuasively demonstrates that authentic leaders of mission-driven companies will create far greater shareholder value than financially oriented companies. During George's twelve-year leadership at Medtronic, the company's market capitalization soared from $1.1 billion to $460 billion, averaging 35% per year.

George candidly recounts many of the toughest challenges he encountered -- from ethical dilemmas and battles with the FDA to his own development as a leader. He shows how to develop the five essential dimensions of authentic leaders—purpose, values, heart, relationships, and self-discipline. Authentic Leadership offers inspiring lessons to all who want to lead with heart and with compassion for those they serve.

Bill George helps readers answer vital questions such as: What should I do when my personal values conflict with company business values? How do I make trade-offs between the needs of my customers, my employees, and my company's shareholders? Do I really want to devote my talents to business? Authentic Leadership provides a tested guide for character-based leaders and all those who have a stake in the integrity and success of our corporations.
Bill George is former chairman and CEO of Medtronic, the world's leading medical technology company. He is a board member of Goldman Sachs, Target, and Novartis and executive-in-residence at Yale. George has been recognized as "Executive of the Year" by the Academy of Management, "Director of the Year" by the National Association of Corporate Directors, and one of BusinessWeek's "Top 25 Managers." He has been widely quoted in the New York Times, Fortune, Face the Nation, The News Hour with Jim Lehrer, and NPR's All Things Considered. His Web site is www.authenticleaders.org.

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