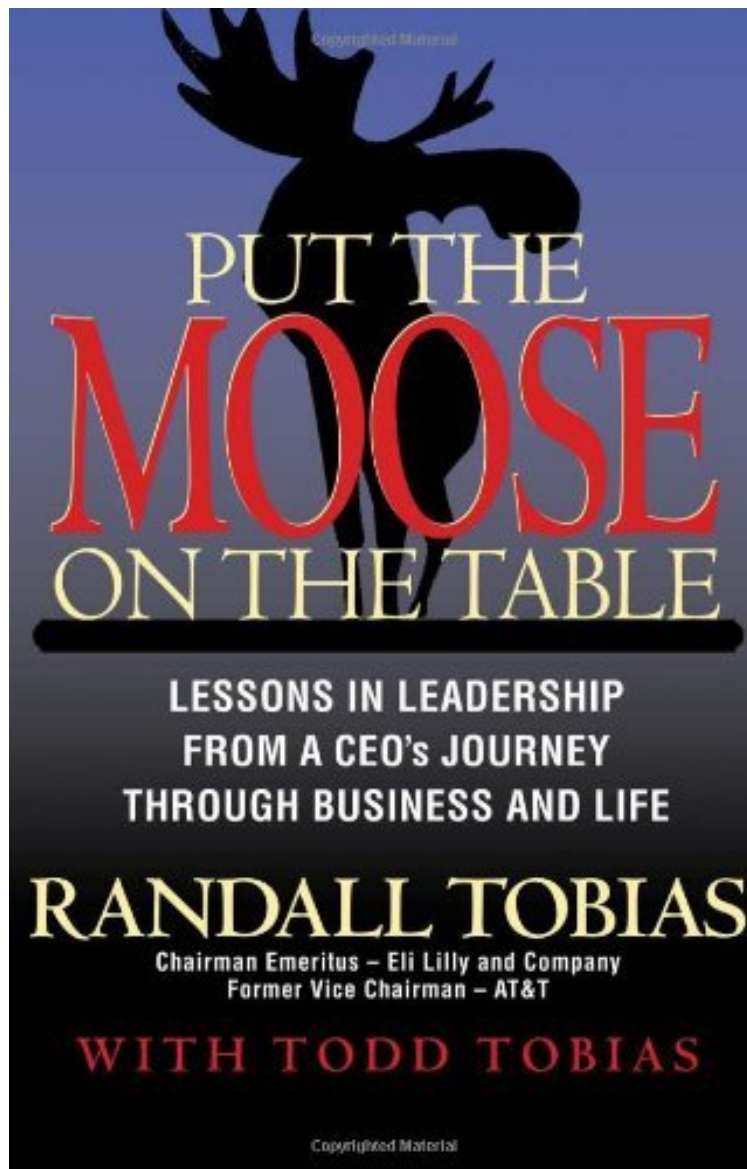


(Mobile book) Put the Moose on the Table: Lessons in Leadership from a CEO's Journey through Business and Life

Put the Moose on the Table: Lessons in Leadership from a CEO's Journey through Business and Life

Randall L. Tobias, Todd Tobias
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Randall L. Tobias, Todd Tobias : Put the Moose on the Table: Lessons in Leadership from a CEO's Journey through Business and Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised Put the Moose on the Table: Lessons in Leadership from a CEO's Journey through Business and Life:

0 of 1 people found the following review helpful. Good Book
By M. Gooden
Excellent business book! It doesn't bog down with traditional jargon or flashy catch phrases; rather, discusses leadership in the first person.
2 of 2 people found the following review helpful. Irony and Hypocrisy at it's Finest
By Mr. Mom
I read the book and found it mildly interesting. However, I later found out that the content was all self promotion and likely an attempt by Tobias (after his retirement from Eli Lilly) to frame himself as a "straight shooter" and likely move his career to politics. After retiring from Eli Lilly, Tobias was Bush's Czar on HIV promoting safe sex around the world. If you google the man you find out that he abruptly resigned from this post because of the discovery that he was on the rolodex for a call girl service. The straight shooter maintained that he was only getting massages and likened it to ordering a pizza. A pizza? The book should have been called "Put the Masseuse on the Table." Another self serving high profile figure bites the dust. A shameful disgrace.
3 of 7 people found the following review helpful. A Values-Driven Memoir and Management Guide
By Donald Mitchell
Mr. Randall Tobias teamed with his son, Todd, to create this vivid memoir which can be an indirect mentoring experience for anyone who wants to be a company leader. Mr. Tobias rose rapidly in the old ATT before the break-up, and then helped struggle with the lack of direction after the break-up. From that experience, he learned many lessons about what leaders must do. When he unexpectedly became the CEO of Eli Lilly in 1993, Mr. Tobias moved quickly to put those principles into place. The story is filled with hope, sadness, loss, and ultimate gain. In many ways, it's a more realistic description of leadership than most that you will see. Mr. Tobias was extremely successful at Eli Lilly, and he shares what went right and what did not . . . and why. For those who are interested in the questions of company culture, values and vision, the material on ATT and Eli Lilly are marvelous examples of what needs to be done. Eli Lilly had always been a company with a strong culture, good values and fine vision, but the interpretation of the values had gone wrong. The focus on people had come to mean a desire to have entitlements, which needed to be redefined. Mr. Tobias explains how he went about making that redefinition and convincing others to believe in it. The Tobias family suffered a tragedy during the Eli Lilly years. You'll read all about that in the book as well. So what's the moose all about? In many organizations, big issues are ignored because they are so big and daunting. It's as though a moose was sitting on the table, and you were trying to run a meeting. Do you stop and deal with the moose, or just get on with the meeting? Mr. Tobias says it's clear that you have to encourage everyone to mention and deal with the moose. I agree with that point. Many of my clients over the years lacked the will and skill to address their major issues. Often my greatest contribution has amounted to little more than helping them get the moose off the table so they could get on with the other issues that the moose was overwhelming. The only thing I didn't like about this book was the lists of epigrams beginning on page 246. They just repeat epigrams from in the book. I suggest that you skip that part. Where in your company are you ignoring a moose on the table? Why? How can you get rid of that moose?

"This is the book that needed to be written in this time of tribulation for American business.... a must-read." Norman R. Augustine, Chairman of the Executive Committee, Lockheed Martin Corporation
"Aspiring CEOs and leaders of all kinds? as well as anyone depressed at recent revelations of the dark side of American business behavior? should read this book."
Nannerl O. Keohane, President, Duke University
"He has accurately described the critical role that character plays in the leadership equation... and in life. This is a superb book."
General Charles C. Krulak (Ret), 31st Commandant of the U.S. Marine Corps
Like a moose in the living room, some problems are hard to ignore. Randall Tobias says that whether these problems are in business or in life, it is best to confront them openly and honestly. Put the Moose on the Table sets forth the ethical lessons Tobias first learned as a youth in Remington, Indiana, which continued to guide his upward trajectory through the business world. Among the topics he discusses are leading by example, dealing with wrenching change, the importance of openness versus secrecy, mentoring, and "the vision thing." This is an enlightening and hopeful book about succeeding without selling out, turning change to advantage, and confronting difficult issues, told from the point of view of one who has played a significant role in two of the major corporate transformations of our time.

From Publishers Weekly
Tobias spent decades climbing the ladder at Ma Bell, served as vice chairman at ATT and in 1993 became CEO of the prestigious pharmaceutical company Eli Lilly. One of his book's few interesting anecdotes is his recollection of an exchange he had with Charles Brown (ATT's then-CEO), when Tobias was a mere underling at the company in the early 1980s. Tobias was preparing a presentation, which Brown canceled, since he was finalizing the monumental splitup of ATT. Although Brown was busy planning the company's reorganization, he found time to send Tobias a gracious note, apologizing for any inconvenience he may have caused Tobias. Tobias was moved by Brown's thoughtfulness and, as he progressed in his career, made attempts to be as forthcoming with his own subordinates. It's a valuable lesson about the importance of treating your workers well. Unfortunately, the rest of the book, which ostensibly offers lessons on how to communicate effectively and always deal with the problems at hand (keeping "the moose on the table," as it were), is an uninformative mishmash of autobiography and unimaginative "Lessons on Leadership" (e.g., "Leaders almost always think out of the box"; "Keep learning"; "In business as in life, one thing is absolutely inevitable-continuous change"). Tobias has had an esteemed career and has undoubtedly been a

good boss (Lilly is justifiably well-known for its benevolent attitude toward employees), but his book fails to engage. Photos. Copyright 2003 Reed Business Information, Inc. "Tobias makes it clear that the values and work ethic that led to his success were derived by his upbringing in rural Remington, Ind. It is fitting, therefore, that University of Indiana Press put this moose on the table to challenge the thinking of corporate leaders and aspirants to leadership positions in American business, cultural and political life." ?Fort Worth Star-Telegram About the Author Randall L. Tobias was Chairman, President, and CEO of Eli Lilly and Company until his retirement at the end of 1998, when he was named Chairman Emeritus. Before joining Lilly, he had a distinguished career at ATT, where he was Vice Chairman in the years following the government-ordered breakup of the company in 1984 and negotiated the first-ever telecommunications deal with China. Still active in corporate and community life, Tobias serves on the boards of a number of major corporations and foundations. Todd Tobias is President of Table Moose Media, Publisher of Indy Men's Magazine, and Vice President of the Randall L. Tobias Foundation.