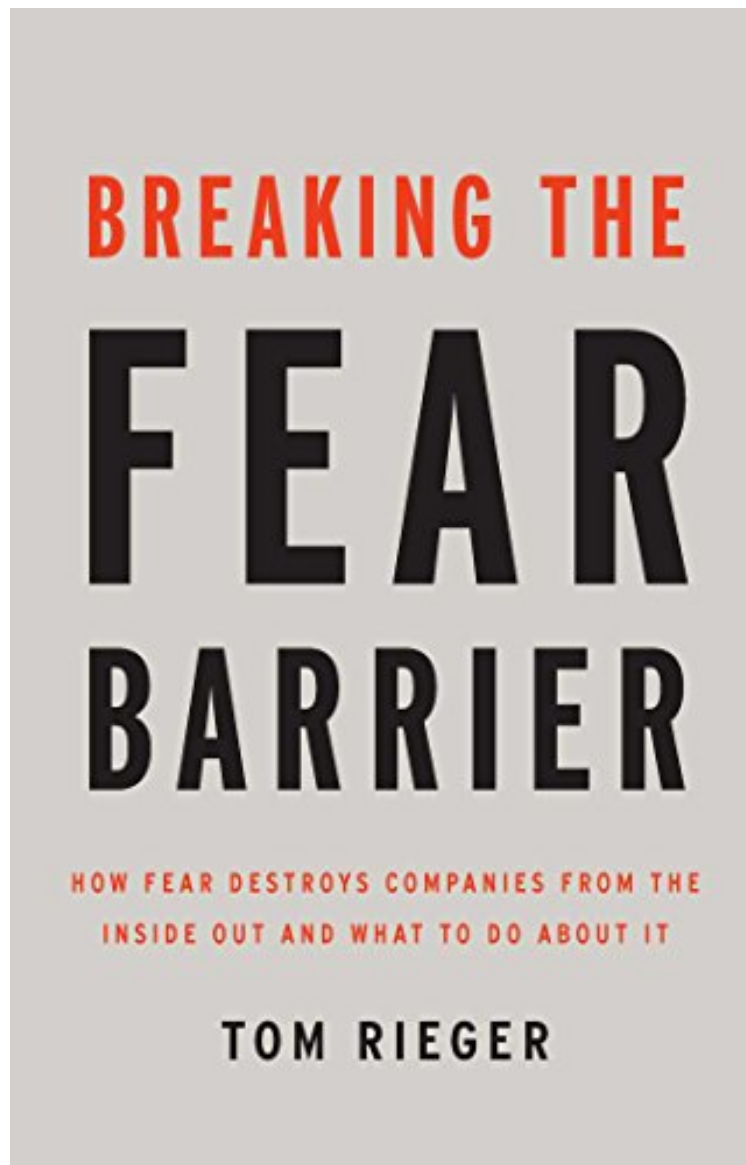


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Breaking the Fear Barrier: How Fear Destroys Companies from the Inside Out, and What to Do About It

Tom Rieger

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Tom Rieger : Breaking the Fear Barrier: How Fear Destroys Companies from the Inside Out, and What to Do About It before purchasing it in order to gauge whether or not it would be worth my time, and all praised Breaking the Fear Barrier: How Fear Destroys Companies from the Inside Out, and What to Do About It:

11 of 12 people found the following review helpful. Shallow but spot on By A reader I was torn on how many stars to

give the book - on the one hand it does a brilliant job of illustrating how destructive fear-based controls are to engagement, productivity, and service but on the other hand, gives sparse, general, and shallow suggestions on how to overcome these issues. Perhaps a more accurate title would be "Diagnosing the Fear Barrier?" He also opens and closes the book with a fictional case study full of hyperbole and magical transformation - not very compelling. The specific companies and their experiences he cites in the body of the text do a much better job of making the author's points. For senior management and executives seriously looking at transforming their company culture, this is a quick and accessible place to start (and a real world look at how so many of us find the condescending oversight that limits our contributions). For middle managers and frontline supervisors, you'll just nod your head and roll your eyes in recognition but not take away much meaningful guidance on how you can effect the change your workplace so badly needs.

0 of 0 people found the following review helpful. MAKE FEAR YOUR FRIEND AND MOTIVATOR~~~!!!!By Michael A~~~~Just remember that we all have a choice to make use of the entire spectrum of our lives. Fear is part of the journey. The sooner we learn to deal with it so that we can harness it's power turning it into a positive, then fear works for us~~~!!!!12 of 14 people found the following review helpful. Empire builders beware - your recipe for disaster is exposed.By NavidGreat book, and I would highly recommend it!It's for all levels in the corporate world. Especially for those who understand working for empire builders, and perfect for the power-mongers at the top who are in denial and have the autopilot on, headed right for a mountain.Tom Rieger does a terrific job illustrating how destructive fear-based controls are to engagement, productivity, success and growth, and talent retention. It gives a thorough insight for business leaders to understand the cost of losing talent, making sales suffer, and creating corporate havoc due to empire building, territorialism, and parochialism.It's like treating cancer. You want to treat it while it's in its infancy. It's about being proactive. You don't want to wait to see it go to stage four, and then throw every possible solution under the sun at it, and then ask: "Uhh, gee, how come this didn't work?", and then find someone to throw under the bus for the misdeeds.Ever work for an overbearing manager? Favoritism, nepotism, bureaucracy - all destroy companies from the inside out. The book walks you through simple ways on how to overcome fear in corporations. It vividly outlines the consequences of the circumstances when management leads poorly, and employees simply follow because of the fear. There was a saying about Fred the CEO, he took his lemming for a walk only one time - straight off a cliff.I believe in this book so much, that I purchased it for the brass-hat at my company. Sometimes, even the best of us make wrong choices. It's like putting out a grease fire with water. It's just getting bigger and out of control, and then it hits you, that the wrong solution applied can create really bad consequences.Tom's book portrays the negative consequences such as layoffs, decline in sales, morale being extinguished, and FEAR in the employees. Management and employees can be empowered by using these circumstances, and applying individual contributions towards a common team objective - that everyone will be happy about.This is a great book. It's a form of intervention for companies in dire straits with employees who care, and begging for help so they can survive. Many great companies go under because no one does anything about poor leadership, and their costly actions. Now, there is a chance to throw them a life line, to give them a last ditch effort to turn things around. It's never too late. That's what the book represents in my opinion. That despite all the challenges, a turnaround is possible. Just don't wait till you're in stage four of the cancer and expect it to work.For a more detailed look, Business Insider did a nice job showcasing the book. Just do a search of "Breaking the Fear Barrier".From the receptionist to the CEO, it's a book you need to pick up and read. I rank it up there with "The Tipping Point", "Good to Great", "Freakonomics" and many other phenomenal business books.Summary: Fear is crippling people's ability to think strategically. Those negative emotions keep us from our potential as individuals, and then keep our bureaucracies from achieving their collective "TEAM" goals. We seem to be more comfortable talking about numbers in the workplace than emotions (the soul and DNA of the organization). To survive and thrive, looking forward to the future, we need to develop the skill-set that will enable us to combat these underlying problems. "Breaking The Fear Barrier" provides simple, easy to follow steps on how to go about doing that.

This book takes the reader through a journey of how fear of loss progressively creates barriers and bureaucracy that inevitably cause companies to fail; and what leaders need to do to overcome these seemingly impenetrable walls.The greatest threat to an organization's success is not always the competition. Often, it is what a company does to itself. Because of fear, companies become plagued with barriers and bureaucracy that limit success, crush employees, and infuse frustration and a sense of futility across the enterprise. It starts with a narrowing of focus, which leads to the first level of bureaucracy: parochialism. Parochialism exists when managers and departments begin to view the world through the filter of their own little silo and build walls made of rules and policies to protect their turf. As businesses grow and become more complex, the second level of bureaucracy is reached: territorialism. While parochialism is about protecting a department from outsiders, territorialism is about controlling those inside the silo. The third and final level of bureaucracy is empire building, which is a response to perceived threats to a department's ability to be self-sufficient. These barriers cost organizations a fortune in inefficiency, turnover, waste, and demoralization. Tearing down these barriers is difficult, but it can be done. Parochialism can be eliminated by resetting rules and policies and refocusing on the ultimate mission of the organization. Territorialism can be

eliminated by creating true empowerment, along with appropriate levels of accountability. Empire building can be addressed through shared goals and a set of guiding principles that help act as a referee in decision making. But that's not enough. Managers must also create a culture of courage to enable employees to take advantage of these new freedoms and accountabilities. Courage killers must be rooted out and dealt with swiftly and strongly. Finally, leaders must refocus on mission success rather than just checking off their part of the process, manage reference points, and engage employees. By doing all these things, an organization can become fearless and unstoppable.