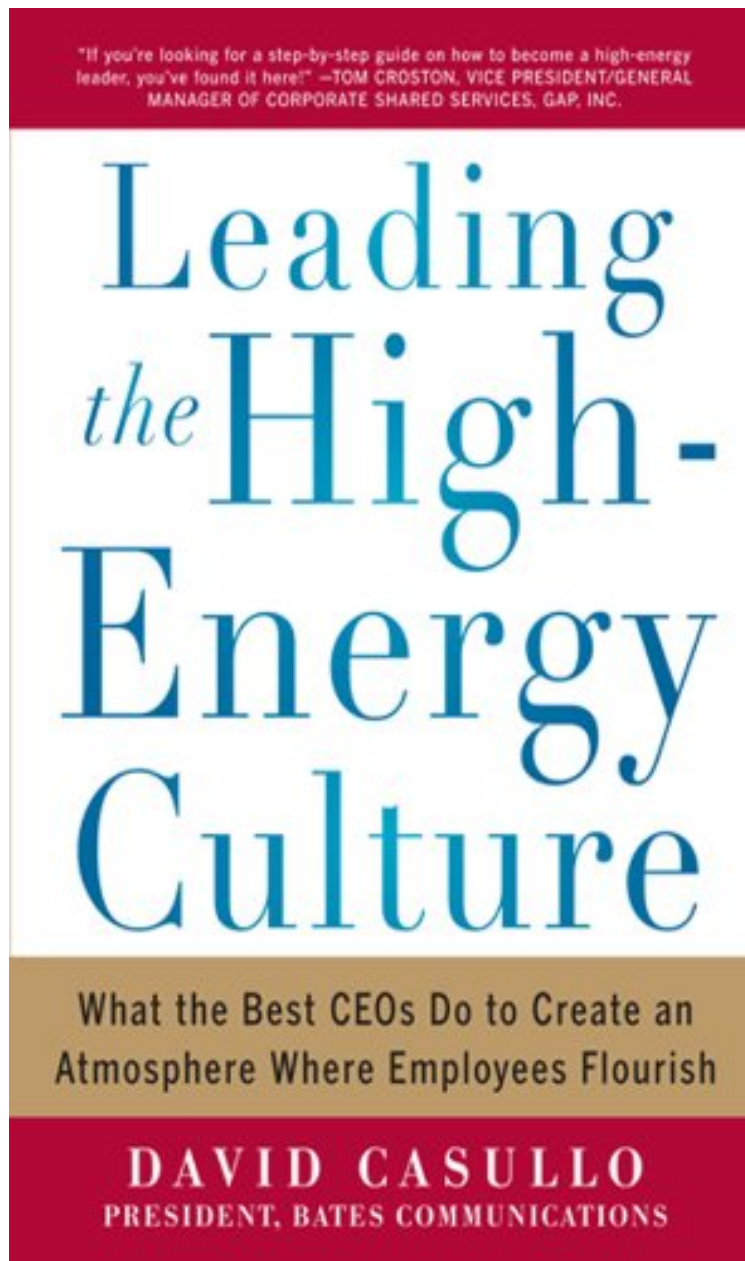


[Library ebook] Leading the High Energy Culture: What the Best CEOs Do to Create an Atmosphere Where Employees Flourish

Leading the High Energy Culture: What the Best CEOs Do to Create an Atmosphere Where Employees Flourish

David Casullo

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David Casullo : **Leading the High Energy Culture: What the Best CEOs Do to Create an Atmosphere Where Employees Flourish** before purchasing it in order to gage whether or not it would be worth my time, and all praised

Leading the High Energy Culture: What the Best CEOs Do to Create an Atmosphere Where Employees Flourish:

4 of 4 people found the following review helpful. Terrific guide for anyone looking to improve their leadership skills, or just improve personally. By Charles York David Casullo and his wife Lori crossed paths with my life about six months ago, leasing an apartment from my wife and I. Having almost thirty years experience leasing apartments and dealing with people, I cast a cynical eye over Dave at the apartment showing. My wife was present, and later, we shared a laugh discussing "what's this guys deal?" Dave came across as very nice, too nice, extremely upbeat, personable, and saying all the right things in just the right way. Definitely something that scares the hell out of us landlords! On the rare occasion since that Dave's actually been in town, that's all we ever see, the same upbeat guy looking like he's on top of the world. Dave dropped over with a six pack around the holidays, and gave us a copy of his book. Reading it I was surprisingly impressed. Maybe partly it was knowing Dave isn't a career writer, and part was how good it was, but the best part for me was seeing the Dave I see across the street unfold on paper. This guy walks the talk. Observing Dave's successful, amazingly energetic and fully engaged lifestyle, and then reading the essence of how he does it clearly outlined step by step is powerful stuff. If imitation is the sincerest form of flattery, then telling you I purchased two more copies of *Leading the High Energy Culture*, and asking Dave to sign them for my sons is the best endorsement I can give the book, and him. Anyone who has the character and discipline to follow the guidance in this book will most assuredly benefit professionally and personally. One of the things Dave brought up that first day we met was his dream. Landlords always ask what perspective tenants do for a living, and Dave informed us he was President of Bates Communication, coaching CEO's and other high level leaders. He then went on to say his dream down the road is to build a retreat center on land in upstate New York that he is developing. He wants to share what he's learned about leadership with people from all walks of life. Police and Fire Chiefs, teachers, town administrators, and basically anyone who wishes to improve. All good stuff in my opinion. I heartily endorse this book.

1 of 1 people found the following review helpful. Must Read By kgmc In his book "Leading the High-Energy Culture" David Casullo spells out the steps that you must take to become a high impact leader in a driven organization. It gives you the road map for your own personal journey and helps you in that journey with reflective exercises, real life examples and advice that resounds with experience. The book helped me to better understand and utilize the power of my leadership. I have the great fortune to work in a high energy culture and now have a better understanding of what I need to do to continue to drive the results that are expected of me and my team. The book was not only informational but also entertaining and an easy read. David's personality shines through and at times I truly believed the book was written specifically for me. Anyone in a leadership position or anyone that wants to lead must read this book. Steve M.

2 of 2 people found the following review helpful. A Valuable New Approach To Leadership By Neil R This book offers a new, bold and refreshing approach to creating and leading a highly effective DRIVEN organization. It provides a step by step, logical and understandable approach. Using real examples and experiences, thorough research and a very readable style, you will come away with the feeling that you can create or enhance a high energy culture. I was able to reach inside to find my true self and then learn to extend myself and my vision to our organization. Many leadership or personal development books I have read offer a single concept, repeated many times over in different ways. This book breaks that mold and takes you through a process of self-discovery and building blocks. A must read for any one in, or seeking a leadership position.

Praise for *Leading the High-Energy Culture* "If you're looking for a step-by-step guide on how to become a high-energy leader, you've found it here!" --Tom Croston, Vice President/General Manager of Corporate Shared Services, Gap, Inc. "Whether its business, sports, or even parenting, successful leaders share one thing in common--high energy! David is right; it can be developed. I find it unique for someone to identify the truly key elements of leadership. David has done this in a way that fosters success in these endeavors as well as those of family, church, and community." --Pat Williams, Senior Vice President, Orlando Magic, and author of *Leadership Excellence* "Jack Welch identified 'energy' as one of the critical characteristics he looked for in effective leaders but never talked about how they develop it. David Casullo's book provides the road map for how to harness your own energy while energizing those around you. Every leader can increase their effectiveness by implementing the ideas he presents." --Patrick M. Wright, William J. Conaty GE Professor of Strategic Human Resources in the ILR School (Industrial and Labor Relations), Cornell University Leaders and managers today are experiencing an "energy crisis" resulting from the failure to engage and inspire their people. Yet, a handful of leaders have found an endless supply of energy to fuel their organizations. They're the ones who attract the top talent, the most loyal customers, and the public's imagination. They're leaders like Zappos's Tony Hsieh and the late Steve Jobs, who've built cultures energized at every level to innovate, grow, and succeed. *Leading the High-Energy Culture: What the Best CEOs Do to Create an Atmosphere Where Employees Flourish* is the handbook to powering this kind of workplace with the energy that your workforce already possesses. A change this big starts at the top. David Casullo, a leadership authority and strategic consultant to businesses large and small, explains the steps for establishing an authentic leadership presence based on your powerful personal truths. Then he shares the secrets for how to communicate your

vision in order to create a sense of purpose throughout your organization and beyond, thereby spreading excitement to consumers, investors, and the media. Using his own experience, research, and demonstrated results from the leadership development program that he developed while helping transform Raymour Flanigan from a small regional company to a billion-dollar furniture retail giant, Casullo outlines the specific steps that let you discover and unlock the latent energy in your team. Casullo organizes these practices into 10 simple principles, each illustrated and reinforced with firsthand client interviews; real-world examples from businesses such as Ford, FedEx, and GE; and thought-provoking interactive exercises. These principles illuminate the path to creating real employee engagement by giving you an actionable model to: Learn what matters to your organization and its people, and align your leadership strategy with these truths Communicate clearly, with purpose and passion, to create a resonant message Find the leaders in your workforce who give your organization a competitive advantage Leading the High-Energy Culture uses methods proven to generate results. Beyond the bottom line, however, it will reignite your own commitment and passion by giving you a fresh perspective on how to become an energized leader of a charged-up organization.

About the Author David Casullo's experience as a successful business leader and entrepreneur has won him credibility with executive leaders both in C-suites as well as among emerging leaders in key roles inside numerous organizations. Currently President of Bates Communications, a strategic consulting firm specializing in leadership development and communication skills, he consults privately with C-Suite Clients at numerous companies.