



Return on Character The Real Reason Leaders and Their Companies Win

By Fred Kiel

Harvard Business Review Press. Hardcover. Condition: New. 272 pages. In 2001, Jim Collins published research findings that identified the blend of personal humility and professional will that enabled the Level 5 Leader to drive an otherwise unremarkable organization to greatness. Now, in Return on Character, Fred Kiel offers us the findings of a new study that tell us how to grow and develop that kind of extraordinary leadership. This groundbreaking book is based on Kiels seven years of rigorous research into the black box that contains the little understood connection between character, leadership excellence, and organizational results. Grounded by nearly 9, 000 employee observations on CEOs and their teams, Kiel offers solid evidence that character mattersleaders of strong character in his study achieved up to five times the ROA for their organizations than did leaders of weak character. Most people want to believe that good character wins, but many hard-nosed executives and analysts are skeptical on that point. Kiels evidence not only draws a hard and direct link between strong character and strong business results, his findings go on to identify the specific character habits of exceptional leadership and how they play a role in shaping every facet of the...



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