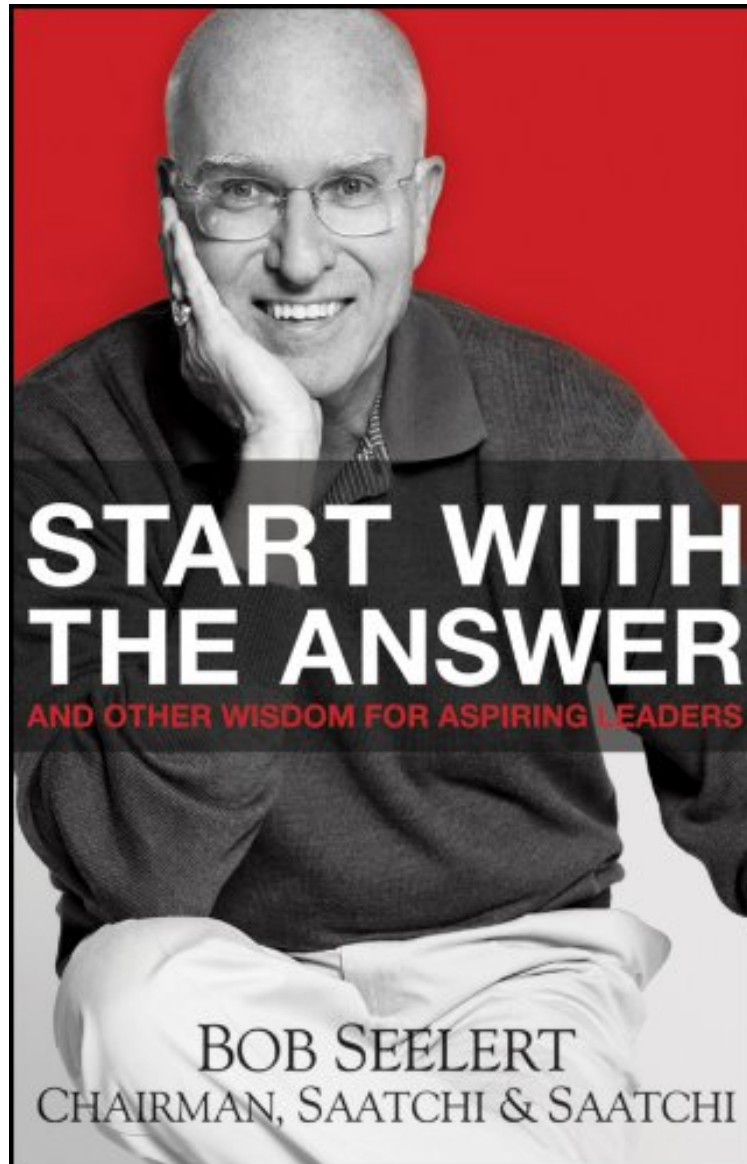


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Start with the Answer: And Other Wisdom for Aspiring Leaders

Bob Seelert

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Bob Seelert : Start with the Answer: And Other Wisdom for Aspiring Leaders before purchasing it in order to gauge whether or not it would be worth my time, and all praised Start with the Answer: And Other Wisdom for Aspiring Leaders:

0 of 0 people found the following review helpful. Terrific for the classroom!By tartangirlI purchased this book for our son who was transitioning from sales to management and on his recommendation, read it myself. What a gem! The author's words drew me in immediately with his relaxed approach and amusing anecdotes. I discovered that his bits of wisdom would work in my English class--I teach seniors in a girls' college prep school. Mr. Seelert offers valuable

insights mixed with a flair for writing; he excels at metaphors, for example "planting, growing, nurturing, blooming" and offers key nuggets of wisdom for students--highlighted in red, wonderfully brief and practical--for example, "Cultivating a foreign language," "keep yourself grounded" from my favorite segment "Driving a Ford Fiesta," "making your own good luck by continually preparing yourself" from his chapter title "Work Your Ass Off," and "Don't look for excuses when you underperform," but he drives it out of the park with his warning about E-mails, my most cherished bit of advice, "Every communication that goes out over your name forms a lasting impression. Make it the best it can be." Mr. Seelert follows his own advice with this book. 0 of 0 people found the following review helpful. Great book! By Patricia Santucci Worked with Bob Seelert for numerous years. This was the way we were trained and everyone succeeded! 0 of 0 people found the following review helpful. Fascinating man and a fascinating book By Kay Elizabeth I confess I've read several business related books over the last twenty five years. Ever since I entered the working world I wanted to grasp its intricacies. Most business books that intend to impart wisdom do so in one of two ways. They are either very formal and as dry a read as the Sahara, or they are the go getter type that tell you how to become a CEO in 48 hours or less the day you leave college. Okay, maybe 72 hours. But only if you're dumb and need to read it twice. Which is my way of saying I don't often read a business related book that isn't boring, full of fluff nor has delusions of grandeur in the end. I'm delighted to say I've found one that didn't disappoint. Start with the Answer: And Other Wisdom for Aspiring Leaders (Wiley, ISBN: 978-0470450321) doesn't fall into those categories. The author's honesty and professionalism blazes a trail that I dearly wish other business book writers would follow. Written by Bob Seelert, Chairman of Saatchi and Saatchi, this isn't an autobiography although it does cover many highlights of his business career. This is a man who knows what he's talking about. Bob is a proven champion at taking lack lustre, broken down companies in disarray and building them back up. Finally a voice that needs to be heard! In Start with the Answer: And Other Wisdom for Aspiring Leaders, Bob relays how he got where he is today using that talent and in a very personable, friendly yet professional style. From his first chapter about when his Careers Officer told him not to waste his time applying to Harvard in 1960 (which he did anyway with his mother's encouragement and got in) right up to the present day, Bob freely shares the business wisdom he gained throughout a business career that spanned four decades and the practical application of strategic initiatives and approaches. This 256 page hardcover book consists of an introduction followed by eight sections: preparing for a career in business, managing your career, planning and other essentials of business strategy, business operation- looking beyond the obvious, finance and economics or dollars and sense, lessons in leadership, building culture through communications, and personal style and spirit. Within those are small chapters, ninety four in all. Each contains a real life illustration of tried and tested tactics and ideas. Most chapters in Start With The Answer are only a few pages long and all will end with "Bob's Wisdom". These final sentences, short and to the point, summarize what the lesson was. Don't make the mistake of thinking you can't learn much in a two page chapter! Start with The Answer has taught me many new ways to look at situations, especially troublesome ones, and how to relate better to staff, clients and managers. The real pleasure in reading Start with The Answer is how down to earth it is. Bob's honest about the mistakes as well as the successes. He also includes very personal details that aren't purely business related. Bob doesn't claim to be anything more than the very hardworking man he obviously is. He started work at General Foods the Monday after graduating from Harvard Business School. When asked in later years why he didn't take time off back then, Bob told the truth: "at the time, I had no money and a wife and child to provide for". That kind of honesty makes this a great read. The man is brimming with intelligence and energy yet gives no impression of being egotistical nor condescending. Having been CEO of five companies in three different industries and a primary force behind successful mergers and turnarounds even I could forgive a tinge of arrogance creeping into the pages. There's none. Bob Seelert is the kind of boss staff would love to work for and managers would love to be. In Start with The Answer, you have a real live mentor on your bookshelf. The reader is learning from someone who has walked the walk, rather than just talked the talk. That is very important to me and I know I'm not alone in that. Personally I find far more value in the author having experienced something than all the business buzzwords and strategies in the world. Theories all look very nice on paper but unless you've actually gone through what you're advising others they should do and can tell me why, you don't impress me. I'm dubious of how effective untested strategies are, even when they're penned by best selling authors. Bob Seelert impresses me greatly with his straightforwardness and integrity. With chapters that have titles like "Don't Get Fat-Headed By Winning", "Layoffs are Hard", "Don't Tell, Ask" and "You Learn More from Failure than from Success" how can the reader fail to appreciate his candour? I couldn't. Bob shines. He consistently delivers sometimes difficult to understand strategies in an easily comprehensible manner. He speaks from the voice of experience each and every time and his passion is unfettered for what he does. A very impressive man and a very impressive book! If you want to learn from a business mastermind, you'll do well to absorb Start with the Answer's lessons. The wisdom is timeless, meaty, authentic and enduring. It's entertaining while being instructive. Bob Seelert's counsel is effective, on target and inspirational to anyone wanting to reach the pinnacle of their career sooner rather than later. When you tire of buzzwords from the latest gurus and are ready for true success, get real and read Start With the Answer from cover to cover and back again. Accept no imitations! Drop the genies for the genius. Five stars. Kay Elizabeth, Editor/Owner, The Cuckleburrr Times.

"Seelert's stories and wisdom demonstrate that the principles and practices leading to winning results in sports are highly transferable to the building of brands, businesses, and organizations. This book tells you how." mdash;Jack Twyman, NBA Hall of Fame player, former ABC Game of the Week announcer, and former Chairman and CEO, Super Food Services Inc. "Seelert's comprehensive revelation of his leadership wisdom is pricelessmdash;especially the management of culture through innovative communications, fueled by rock-solid personal spirit and style. Read and succeed . . . it's that actionable. Bob's the real leadership deal." mdash;John W. Luther, President, Luther Company, Strategic Growth Consulting "I've never been at my best when working for a boss in the traditional sense . . . Authority is not my favorite cultural tool. I am at my best (maybe like you) when I have a coach and mentor. Bob Seelert has played that role for over a decade, providing me with counsel, guidance, perspective, and unconditional love and support. Oh yes, and wisdom. Lots of it! You'll find out what I mean when you read this book." mdash;Kevin Roberts, CEO Worldwide, Saatchi Saatchi "Bob Seelert entered Saatchi Saatchi in early 1995 when the company was in flux and extremely unstable. In a few short years, he not only stabilized the business, he grew it into an even greater advertising powerhouse than it once was. If anyone is qualified to write about business turnarounds, it's Seelert!" mdash;David Herro, Chief Investment Officer-International, Harris Associates LP "Spencer Stuart placed Bob Seelert into leadership positions at Kayser-Roth and Saatchi Saatchi at times when success seemed impossible, but failure was not an acceptable option. In both situations, he achieved highly successful turnarounds, and his stories tell you why." mdash;Thomas Neff, Chairman, Spencer Stuart USA "Bob Seelert and I worked together for twenty years, and I saw firsthand how the wisdom in this book enabled him to build businesses and organizations. For MBA students and other aspiring business leaders, this book will become their well-thumbed how-to guide for constructing a successful career." mdash;Erv Shames, Lecturer, University of Virginia Darden Graduate School of Business and former President and CEO, General Foods USA and Borden, Inc.

From the Inside Flap Today, we rarely see the words "business" and "wisdom" in the same sentence. For Bob Seelert, Chairman of Saatchi Saatchi, the two go hand-in-hand. At a time when our economic systems desperately need to energize people and produce leaders at all levels, Seelert brings us *Start with the Answer*. This collection of ninety-four real-life stories from Seelert's forty-year career as CEO of five companies in three different industries reveals transformative insights and practical instruction for anyone who wants to succeed as an executive, business leader, or entrepreneur. In this highly readable and down-to-earth book, Seelert outlines his strategies, practices, and principle-centered approach to decision-making and problem-solving. Even more important, he shares the wisdom he has gained through exposure to extraordinary people, events, and institutions. Based on his long and successful career, Seelert boils it all down to the eight dimensions of business life every leader must master in order to succeedmdash;preparation, building and managing a career, business strategy, business operations, finance and economics, leadership, culture and communication, and personal spirit and style. As he explores these eight dimensions in detail, Seelert provides a wealth of experience-based tactics, principles, and ideas for overcoming all the basic challenges of the modern business world. With both the philosophy and the nuts and bolts of great leadership, *Start with the Answer* provides critical insight any aspiring leader can use to succeed in any industry. But you'll find much more here than just business fundamentals, including a philosophical foundation for high-quality leadership in the modern business world. *Start with the Answer* argues that leaders must first come to know themselves, and then develop the values, beliefs, and principles they will carry through their careers in order to earn the trust of those they lead. If you want to take your business career to the pinnacle of achievement and success-and lead your organization to new heights as well-you have to know where you're going before you plot your course. You must *Start with the Answer*. About the Author Bob Seelert is Chairman of Saatchi Saatchi, a leading global ideas and advertising company. A graduate of Harvard College and Harvard Business School, he has been CEO of five companies, has built brands and businesses, been a party to two mega-mergers, and enacted numerous turnarounds. He has served on boards of directors of companies in the United States, the United Kingdom, and France. He lives in New Canaan, Connecticut.