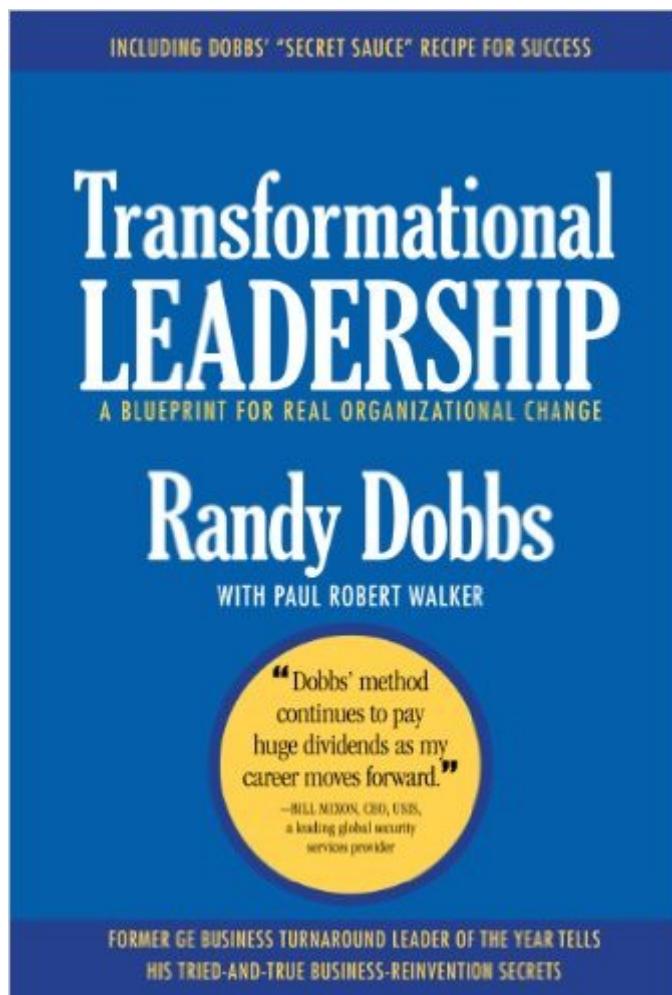


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# Transformational Leadership: A Blueprint For Real Organizational Change



## **Synopsis**

Versatile leaders optimize organizations with positive changes - persistence, realism, and transparency. No one is immune to these rocky economic times. Innovative businesspeople all over the country are adapting their organizational structures to survive, profit, and compete in today's unreliable market. The practical and relevant advice in *Transformational Leadership: A Blueprint for Real Organizational Change* by Randy Dobbs can be applied to major corporations and small businesses alike, as well as to non-profits, universities, hospitals, and other institutions.

*Transformational Leadership* differs from often dry and notoriously boring business books - it reads like a novel. In it, Dobbs provides a step-by-step guide to improving the internal structure of any organization. Effective and common sense how-to advice is supported with concrete examples of the principles at work. His leadership insights will help sharpen the skills of beginning entrepreneurs as well as veteran moguls. His twenty-five years in leadership positions and extensive CEO experience at three companies makes Randy Dobbs a true leadership expert. As CEO of GE Capital, IT Solutions, he was awarded General Electric's Turnaround Business of the Year Award. Now the secrets of a successful executive are compiled into a readable, practical guide for all types of leaders.

## **Book Information**

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## **Customer Reviews**

Randy has written this book with gleaming and useful insights from massive companies, but leaders of entrepreneurial and emerging companies can learn a great deal from this read. While I don't agree with all his ideas, a lot of wisdom can be found between the covers. If you seek to take a promising business to the next level, this is a good read.

Randy Dobbs has an amazing story. Growing up in a broken home with a harsh stepfather, he learned to persevere in spite of whatever obstacles came his way. He translated that never quit attitude into a successful career at GE Capital and at Phillips Medical Systems of North America. He learned how to lead others and to change the culture of the organization. The strength of his book include clearly defined ideas with anecdotal illustrations to show how he executed them. The appendix offers a good set of "Cliff notes" of Dobbs' key points. The book's title, Transformational Leadership puts it in the James MacGregor Burns family tree and in many ways, Dobbs does a good job of describing what it means to be a transformational leader. Yet, I felt that Dobbs did not do enough to show how he actually transformed the workplace. I sensed that he drove his people more than he led them. One of the critiques of transformational leadership is that the high energy levels of many such leaders is beyond that of most of their people. I think there are some good ideas to be gained from Dobbs, but not everyone will be able to implement them because they are wired in the way that Dobbs is wired.

If you want to lead then you must read this book what makes this book so different is the personal stories (both successes and failures) that come from the heart and soul. Randy lived this kind of leadership his whole career. I worked both at GE and Philips and the energy level from Randy was 110% whether it was 7 AM or 11:00 PM One of the biggest takeaways from this book should be his passion for communicating throughout the whole organization. Many managers have great ideas but if you want to succeed you must get the whole organization behind those ideas and that is what Randy teaches time and again in this book. This should be a must read when a new manager asks how he can get ahead in the business world.

A must read for the business professional, especially for those of which who work in the private equity space like myself. "Transformational Leadership: A Blueprint for Real Organizational Change" provides a great mix of personal and business experiences that helped shaped the proven business leader and author, Randy Dobbs. It also lays out the key skill set that Randy has used to accomplish his success. I thoroughly enjoyed the read.

Superior earnings results, the financial blood of all enterprise. Real life stories of total business transformations and leading by example. How does one get their GE corporate officer V.P. stripes personally from legendary CEO Jack Welsh, lose them, and have Jack give them back a 2nd time

and in less than 24 months! Only through pure drive, determination and developing a matrix of success which the author learned through the ups and downs of developing and honing the components of transforming not only top global corporations, but himself along the way. An exciting read and a journey I was privileged to be along for much of the ride on 3 different occasions over 25 years. Once I opened the book, I could not put it down until suddenly I ran out of pages to read. Hopefully there will be a sequel. John Moore 3 time GE'er

My wife enjoyed this book

Regardless of your current status, that of leader or seeking a leadership role, Randy Dobbs book will inspire, motivate and compel you to think of your leadership responsibilities or ambitions in ways that perhaps you've never considered. His personal and professional experiences captured on the pages of this book speak to his highest achievements and his most prevalent disappointments in a very real and honest way. It's that honest insightfulness, coupled with the "lessons" he learned and the failures he overcame, that form the true "blueprint for organizational change" and "secret sauce success" that Randy shares. Randy's experiences will encourage you to keep (or find!) the passion, zeal and enthusiasm required for the high calling of leadership. Not everyone can do it, and those that are called to it are not immune to failure, disillusionment or setbacks. Go ahead, give it a read! There's a lot to gain from a tried and true leader such as Randy.

Many business books today are more theoretical than practical. In fact, I heard someone use the phrase, "Theoretically priceless... but practically worthless". Randy Dobbs' book is exactly the opposite of that. Randy provides practical approaches to getting an organization to focus upon and address the critical issues and opportunities of the business in order to maximize its competitive advantage and profitability. But Transformational Leadership doesn't just inform you as to "what" to do... it tells you how to go about it and provides communication examples and tools that can be adapted and utilized for almost any commercial environment. This book will help make you a better leader and serves as a clear and simple guide to improve operational and financial performance at both the department and company levels.

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