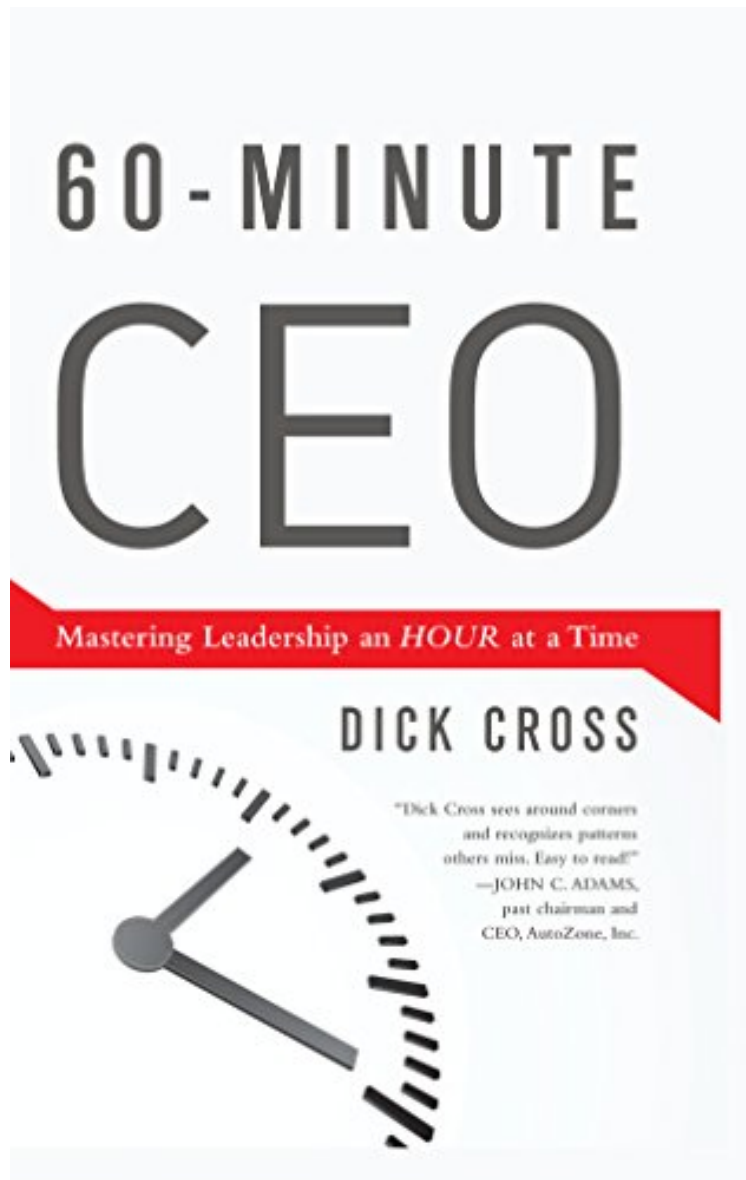


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60-Minute CEO: Mastering Leadership an Hour at a Time

Dick Cross

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Dick Cross : 60-Minute CEO: Mastering Leadership an Hour at a Time before purchasing it in order to gage whether or not it would be worth my time, and all praised 60-Minute CEO: Mastering Leadership an Hour at a Time:

0 of 0 people found the following review helpful. Makes you think!By shrialokNice light read. Implementing it the suggestions is not easy!0 of 0 people found the following review helpful. Masterful Approach to LeadershipBy Jeremy SovaDick Cross is a mastermind when it comes to pattern recognition. Having had the great honor to work with him directly has opened my eyes to how businesses should be run in the 21st century. His ability to lead a company and

maximize its potential both financially and culturally is a testament to his experience in transforming the Job at the Top to one which embraces Patience, Kindness, Generosity, Courtesy, Humility, Unselfishness, Good Humor, Guilelessness, and Sincerity. I highly recommend picking up this new book!

Jeremy Sova VP Business Development 0 of 0 people found the following review helpful. Great refreshing read

By Adam Simkins This was a good read that I found mentally refreshing, we all need that kicker sometimes, especially the need for us to take the time out to think

Looking toward the C-suite? Take heed. Author and serial CEO Dick Cross pulls back the curtain on this top leadership role, explaining in his new book that being a successful leader, running a business, and doing it extraordinarily well isn't a full-time job. In *60-Minute CEO: The Fast Track to Top Leadership*, Cross makes the case that the single greatest determinant of business success revolves around the job at the top. Cross suggests that the most important, and often overlooked, duty for a CEO is thinking about how to improve his or her business and how to be a leader. Cross also reveals that a mediocre leader can be transformed into an exemplary one simply by refining two key things: thinking and character. In Cross's trademark conversational style, he conveys why strategy and execution, while important, should take a back seat to authenticity and responsibility, and that the essential elements of the CEO role can be accomplished in several 60-minute sessions every week. Executives may fill their time with other tasks, but leading and running a company requires explicit skills different from those needed for any other corporate position. The good news is that those skills are easy to learn, fun to do, and not time-consuming. In an entertaining style, Cross offers executives the fast track to the top leadership position. And while 60 minutes may seem like a quick fix, as Cross sees it, three 60-minute sessions a week devoted solely to considering your business and your role as leader are crucial to business and leadership success.

In *60-Minute CEO*, Dick Cross brings over 25 years of experience of transforming companies in various stages of underperformance into industry powerhouses. Cross combines his knowledge and experience with the stories and lessons of preeminent leaders and thinkers including General George Patton and Seattle Seahawks quarterback Russell Wilson.

“Dick Cross sees around corners and recognizes patterns others miss. Easy to read” (John C. Adams, past chairman and CEO, Au)

About the Author Dick Cross has worked with underperforming companies for more than 25 years, helping mainstream businesses achieve their next level of success. Dick has been the Chairman, CEO, or President at eight of those companies, and has mentored more than 100 CEOs at others. Much of his career has been spent in private equity circles, including Fenway Partners, and he currently serves on the board of numerous corporate, philanthropic, and civic organizations.

Actor Erik Synnestvedt has recorded nearly two hundred audiobooks for trade publishers as well as for the Library of Congress Talking Books for the Blind program. They include *The Day We Found the Universe* by Marcia Bartusiak, *A Game as Old as Empire* edited by Steven Hiatt, and *Twitter Power* by Joel Comm.