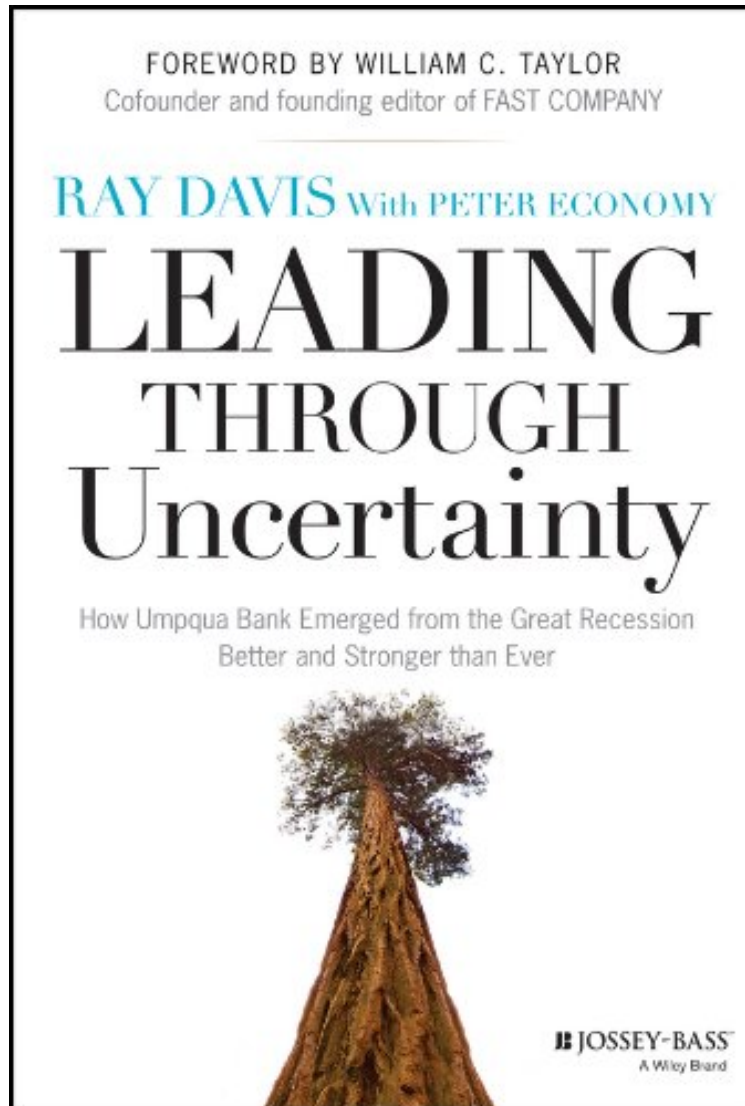


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Leading Through Uncertainty: How Umpqua Bank Emerged from the Great Recession Better and Stronger than Ever

Raymond P. Davis

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By Brad H
This book is written by Ray Davis, CEO of Umpqua Bank, about how he great his bank. This book was written prior to the merger with Sterling and talks about the good old times of how the bank operated before all of the changes to become more of a big bank. This is a great book about how community banks should operate and how to wow your customers. 0 of 0 people found the following review helpful. Five Stars
By CustomerGreat. No issues at all

From the CEO of Umpqua Bank, the essential leadership practices that allowed the West Coast's largest independent community bank to emerge from the economic crisis even stronger than before In this follow-up to the successful *Leading for Growth*, Umpqua Bank CEO Ray Davis shares the tactics and strategies that have allowed Umpqua to grow and succeed in the toughest economic environment. The results are clear: despite years of economic uncertainty, Umpqua has continued its upward trajectory—expanding from five locations in 1994 to more than 200 today. Davis's approach can help leaders recalibrate their approaches, no matter what the industry or market upheaval they face. In *Leading Through Uncertainty*, Davis shares a concise set of smart, actionable leadership practices that leaders can use to navigate their businesses and teams through difficult times. These include focusing on honesty and transparency, motivating and inspiring employees, building an outstanding corporate reputation, paying attention to details, and more. By showing leaders how to maintain a clear value proposition and strong leadership, *Leading Through Uncertainty* will help any company secure a lasting foothold in any economy.

Ray and his colleagues have remained true to their values, their belief system, their distinctive point of view about what their company could be and the role it could play in their customers' lives. In a book filled with powerful insights, pragmatic takeaways, and colorful stories, this to me is Ray's ultimate lesson, and one that applies in good times and tough times. —From the Foreword by William C. Taylor
I've always believed that great leaders know when to stay the course, adjust, and reinvent. Ray Davis articulates this and much more in *Leading Through Uncertainty*, helping leaders understand the importance of outlining a vision and strategy. Ray's smart and practical thoughts on leadership provide great insight, and leaders at all levels will benefit from reading this book. —John Chambers, chairman and CEO, Cisco
Ray Davis understands the complexities of leading effectively regardless of the economic environment. The advice in *Leading Through Uncertainty* is excellent and will improve both your leadership skills and results. —Tim Boyle, president and CEO, Columbia Sportswear
Ray Davis's *Leading Through Uncertainty* is thoughtful, insightful, and—perhaps most importantly—fundamentally practical. For those who want to make a difference in their organization, this is a must-read. —Diana Oreck, vice president, Ritz-Carlton Leadership Center
Not many companies can say they've emerged from the economic environment of the past few years stronger than they were before it began. Ray Davis can. In *Leading Through Uncertainty*, he shares the real-world insight and business practices that today's leaders need to navigate the uncertainty and opportunity of the 21st century economy. —Gary Hamel, author, *What Matters Now*
Ray Davis is that rare combination: a visionary with the straightforward voice of a pragmatist. He understands that today's companies must be flexible, transparent, and customer-centric—and *Leading Through Uncertainty* provides a clear roadmap for anyone in a leadership position on how to get there. —Ed Herlihy, partner, Wachtell Lipton
From the Inside Flap "Ray and his colleagues have remained true to their values, their belief system, their distinctive point of view about what their company could be and the role it could play in their customers' lives. In a book filled with powerful insights, pragmatic takeaways, and colorful stories, this to me is Ray's ultimate lesson, and one that applies in good times and tough times." —From the Foreword by William C. Taylor
In *Leading Through Uncertainty*, Umpqua Bank CEO Ray Davis shares the essential leadership strategies that have allowed the West Coast's largest independent community bank to emerge from the economic crisis even stronger than before. It's no secret that the Great Recession has deeply affected many businesses and industries, including banking. Yet by focusing on a clear set of best practices and core values, leaders can create opportunity and growth. Here, Davis outlines his strategies, providing a set of actions that will help leaders recalibrate their approaches when faced with industry or market upheaval. Using his own experiences as well as those of other pioneering leaders, Davis describes a concise set of smart, actionable leadership strategies that anyone can use to navigate businesses and teams through difficult times. These include focusing on honesty and transparency, motivating and inspiring employees, building an outstanding corporate reputation, and paying attention to the details, among others. The results are clear: despite years of global economic uncertainty, Umpqua has continued its upward trajectory, expanding from five locations in 1994 to more than two hundred today. By showing leaders how to maintain a clear value proposition and strong, proactive leadership, *Leading Through Uncertainty* will help any company secure a lasting foothold in any economy.
From the Back Cover
Praise for *Leading Through Uncertainty* "I've always believed that great leaders know when to stay the course, adjust, and reinvent. Ray Davis articulates this and much more in *Leading Through Uncertainty*, helping leaders understand the importance of

outlining a vision and strategy. Ray's smart and practical thoughts on leadership provide great insight, and leaders at all levels will benefit from reading this book." mdash;John Chambers, chairman and CEO, Cisco "Ray Davis understands the complexities of leading effectively regardless of the economic environment. The advice in *Leading Through Uncertainty* is excellent and will improve both your leadership skills and results." mdash;Tim Boyle, president and CEO, Columbia Sportswear "Ray Davis's *Leading Through Uncertainty* is thoughtful, insightful, andmdash;perhaps most importantlymdash;fundamentally practical. For those who want to make a difference in their organization, this is a must-read." mdash;Diana Oreck, vice president, Ritz-Carlton Leadership Center "Not many organizations' CEOs can say that their company has emerged from the economic environment of the past few years stronger than they were before it began. Ray Davis can. In *Leading Through Uncertainty*, he shares the real-world insight and business practices that today's leaders need to navigate the uncertainty and opportunity of the twenty-first-century economy." mdash;Gary Hamel, author, *What Matters Now* "Ray Davis is that rare combination: a visionary with the straightforward voice of a pragmatist. He understands that today's companies must be flexible, transparent, and customer-centric, and *Leading Through Uncertainty* provides a clear roadmap on how to get there for anyone in a leadership position." mdash;Ed Herlihy, partner, Wachtell Lipton