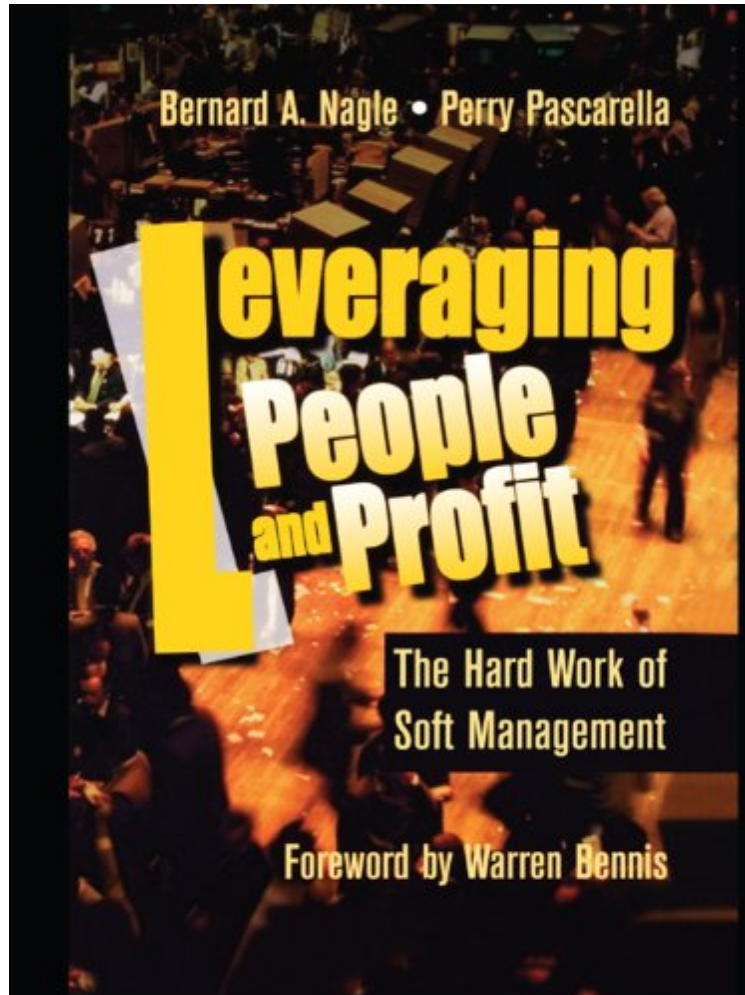


## Leveraging People and Profit

*Bernard Nagle, Perry Pascarella, Warren G Bennis*  
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**Bernard Nagle, Perry Pascarella, Warren G Bennis : Leveraging People and Profit** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Leveraging People and Profit:

6 of 7 people found the following review helpful. Clear insight on how both people and companies can grow. By A Customer  
The truly successful organizations in the next century will be those that learn how to engage and energize the creativity and enthusiasm of their human assets. This is the next frontier in competitive advantage. In fact, there's always likely to be someone out there who can outspend you on those things. What makes your company unique is your people. Their innovation, creativity, and enthusiasm can't be copied. And, if that uniqueness is directed to creating processes, products, and services that are better than your competitors, you have an unbeatable advantage. In Leveraging People and Profit the authors introduce a new term, altrupreneur. Altrupreneur is defined as one who conducts the affairs of an enterprise with conspicuous regard for the welfare of others. The altrupreneur is not one who acts only for the welfare of others, but one who acts with awareness of others' welfare as one of his or her top priorities. The authors go on to outline a leadership model which includes the following.  
1. The very essence of

leadership is you have to have a vision. It's got to be a vision you articulate clearly and forcefully on every occasion. You cannot blow an uncertain trumpet. 2. Employees want and expect leaders to set direction and determine the business focus. Leaders are relying more on the power of influence than of command and control. 3. To be credible as a leader, you must first clarify your own values, translate them into a set of guiding principles, a credo, that you can communicate to the people you hope to lead. These overarching values help employees make decisions consistent with the aspirations of the company. 4. A leader must earn the trust of those he/she expects to lead. 5. Establish a mutual service compact which helps people understand where they fit in the value chain, aligns recognition programs to reward organizational successes, establishes training and personal development programs to reinforce continuous improvement, develops a communication plan to ensure every employee understands values and vision and allocates resources to support improvement initiatives. When an organization is energized by a vision that draws out the best efforts of all stakeholders in a positive and mutually beneficial context, there is virtually no limit to what is possible. Human creativity is not maximized until it is challenged by the impossible.

2 of 2 people found the following review helpful. Gets to the essence of the successful business model! By A Customer Altrupreneur: One who conducts the affairs of an enterprise with conspicuous regard for the welfare of others." An excellent concept and philosophy that we should all learn to grasp as we operate in today's business environment. Nagle and Pascarella, very successful in their own right, quickly get to the essence of the successful business formula. It comes down to people! They cover the gamut from "Healing the Wounds of Betrayal," to "Creating a Mindset for Change," to "Building Community from Complexity." They reference that to the altrupreneur, the company is a system but not just a system; it is something more human than that--it is a community. Furthermore, the new covenant being established in the altrupreneurial workplace exchanges accountability and continuous improvement for a reasonable and competitive income and continued opportunities for employability. This is best summarized by two quotes in the book; 1) "Did you do what I told you?" the traditional manager, versus 2) "What results did you get?" What did you learn? today's effective manager. An excellent book, with excellent insights. I have personally purchased a number of these and have passed them on to CEOs of both small and large firms with which I do business!

2 of 2 people found the following review helpful. An Excellent Guide To Making Profit Without Hurting People By A Customer There are "how to treat people" books out -- and tons of "how to make more profit" books. Mark this book as one of the very few that integrates the themes with effective, believable ideas about how to manage more productively (and humanely!) tomorrow. One neologism worth noting in this book: altrupreneur. The word symbolizes the writers' core idea: that you can be an entrepreneur while being altruistic. You don't have to exploit to advance, they say, in convincing, straightforward language, statistics, and quotes.

The manager who can balance the people and profit factors has the best chance of succeeding in tomorrow's corporation. The "altrupreneur" \_one who conducts the affairs of an enterprise with conspicuous regard for the welfare of others\_ builds communities that produce value for all the organization's stakeholders. This new breed of leader responds to the needs of the organization and the demands of people coming to the workplace and marketplace. Drawing examples from top and middle management, the authors describe the characteristics of altrupreneurs and the core principles by which they operate: their values and vision, optimism, integrity, confidence, and enthusiasm. Altrupreneurial organizations create innovation-friendly environments, where it is not only safe to innovate, it is encouraged. This book shows what it means to challenge the routine, be other-centered, and build community. Bernard A. Nagle has over 22 years of executive operations experience in the fields of manufacturing, quality assurance, supply chain management, distribution, strategic planning, and new product development. A native of Pennsylvania, Mr. Nagle currently resides in the St. Louis area. Perry Pascarella is a nationally recognized authority on humanistic management, worker motivation, and the role of business in society. Until 1996, he was vice president-editorial of Penton Publishing Inc., publisher of 42 business and professional magazines. Mr. Pascarella has collaborated with such celebrated management experts as Peter Drucker, Tom Peters, and Frederick Herzberg. He lives in the Cleveland area.

"Nagle and Pascarella's concept "altrupreneur" \_ a difficult term to pronounce and a very difficult role to fill \_ captures the essence of the kind of leaders organizations need." \_Warren Bennis, from the Foreword "This book encourages those of us who want to make a little difference every day. It also dares us to be bold and public an exemplary in holding others in conspicuous and high regard." \_Louis Patler, from the Afterword "Nagle and Pascarella are correct in believing that . . . treating people the right way, with clarity and honesty, turns out to be the best thing for the enterprise." \_Congressman Jim Talent Their book salutes leaders who create "value-producing organizations" and "value-building communities" through their conspicuous regard for others. -Industry Week From the Publisher Drawing examples from top and middle management, the authors describe the characteristics of altrupreneurs and the core principles by which they operate: their values and vision, optimism, integrity, confidence, and enthusiasm. Altrupreneurial organizations create innovation-friendly environments, where innovation is strongly encouraged. This book exemplifies what it means to challenge the routine, be other-centered, and build community. About the

Author Bernard A. Nagle is the Director of Global Business Process Engineering at Berg Electronics. He has over 22 years of executive operations experience in the fields of manufacturing, quality assurance, supply chain management, distribution, strategic planning, and new product development. A native of Pennsylvania, Mr. Nagle currently resides in the St. Louis area.