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## Savannah Protocols

At a crossroads in life or your career and searching for inspiration to go after a dream, or the courage to stay the course in the face of so much uncertainty? Then Risk and Return is just the book for you. "Short, succinct, unforgettable life lessons of how to capture tomorrow today. This book comes highly recommended not just to the youth in search of meaning but also to the leader about to be displaced and the elder scared of disruption." - Konyin Ajayi (SAN), Managing Partner, Olaniwun Ajayi LP "As an African entrepreneur who has been through many of the trials and tribulations Yomi describes in his book, I can relate to the ups and downs, but also the immense joy and fulfillment of building businesses on the African continent." - Frederick K. Swaniker, Chairman and Founder, African Leadership Group "This book is literally what every single person who wants to move back to Africa should read. Even people who are already back should read it just so they know there's a community of people who have been through what they are experiencing." - Seni Sulyman, VP, Global Operations, Andela "It is rare to get an inside scoop on the vulnerabilities of the entrepreneur who is well ahead in the "making it" journey, especially in the African context of prayer-as-strategy which leaves room for minimal lessons to be learned. In Risk and return, Yomi has done a rich and thoughtful job of capturing that experience so others can learn." - Misan Rewane, Co-founder & CEO, WAVE Academies  
Synopsis Risk and Return is the story of one man's return to Africa--a journey that begins with a search for self-fulfillment, which then evolves into an entrepreneurial adventure filled with tribulations, triumphs and many life lessons that will keep readers engaged from start to finish. In a casual conversational voice, the author-Yomi Jemibewon, gives an honest, often hilarious and sometimes sobering account of what it feels like to chase a dream under highly uncertain circumstances. His anecdotes and reflections about navigating an unfamiliar, sometimes unforgiving, African business environment -- as an idealistic returnee, an eager entrepreneur, or a young family man -- will help readers navigate the challenging and sometimes terrifying times that a person experiences when embarking on a big life change. For those readers with a special passion for Africa, his story just might inspire action to join the wave of people

collaborating to galvanize positive change in Africa.

## **Leading in the Global Matrix**

Many organizations don't know how to make and execute good decisions. In this book, the authors draw on Bain & Company's extensive research and experience to present a five-step process for improving your company's decision abilities.--[book jacket]

## **The Founder's Mentality**

The Ultimate Guide to Doing Business in Africa alerts businesses to the enormous opportunities for expanding and strengthening their global competitiveness with a business platform in Africa. This book helps companies to understand and navigate through the myriad changes that are currently occurring in many African countries. The Ultimate Guide to Doing Business in Africa provides insights and practical guidance to acquire new African customers, expand supply chains and manage operational risks in countries that are the fastest growing economies on our planet.

## **Unlocking Africa's Business Potential**

No major enterprise or financial institution can avoid doing business with China—if not directly, then through myriad hidden connections. Global businesses either use Chinese resources or sell to and in China or compete with companies that do. Because there's no avoiding China, business leaders need a framework that orders the different (and seemingly contradictory) streams of data that hint at its future. That framework is The China Strategy. In this invaluable book, Edward Tse explains the ever-changing nature of China's business environment, its increasingly complex relationship with the rest of the world, and the global business implications—not just for our current environment but for the next decade. Change, Tse argues, is taking place in non-linearly. Some dimensions (like Chinese entrepreneurship) are expanding exponentially, while others (like the value of China's labor arbitrage) may be reaching a plateau. Eschewing easy explanations, Tse shows how to build and execute a global business strategy in light of these changes, offering practical advice amidst a sea of simple books that offer too-quick solutions. In a world in which a successful business strategy means a successful China strategy, this book is uniquely positioned to help business leaders navigate the “country that cannot be ignored.”

## **A New Narrative for Africa**

This open access book analyses the development problems of sub-Saharan Africa (SSA) from the eyes of a Korean diplomat with knowledge of the economic growth Korea has experienced in recent decades. The author argues that Africa's development challenges are not due to a lack of resources but a lack of management, presenting an alternative to the traditional view that Africa's problems are caused by a lack of leadership. In exploring an approach based on mind-set and nation-building, rather than unity – which tends to promote individual or party interests rather than the broader country or national interests – the author

suggests new solutions for SSA's economic growth, inspired by Korea's successful economic growth model much of which is focused on industrialisation. This book will be of interest to researchers, policymakers, NGOs and governmental bodies in economics, development and politics studying Africa's economic development, and Korea's economic growth model.

## **Beating the Odds: Winning Strategies of Women in STEM**

It's time to redefine the CEO success story. Meet eight iconoclastic leaders who helmed firms where returns on average outperformed the S&P 500 by more than 20 times.

## **Re-Inventing Africa's Development**

NEW YORK TIMES BESTSELLER • The founder and co-CEO of Salesforce delivers an inspiring vision for successful companies of the future—in which changing the world is everyone's business. “The gold standard on how to use business as a platform for change at this urgent time.”—Ray Dalio, founder of Bridgewater Associates and author of Principles: Life and Work What's the secret to business growth and innovation and a purpose-driven career in a world that is becoming vastly more complicated by the day? According to Marc Benioff, the answer is embracing a culture in which your values permeate everything you do. In Trailblazer, Benioff gives readers a rare behind-the-scenes look at the inner workings of one of the world's most admired companies. He reveals how Salesforce's core values—trust, customer success, innovation, and equality—and commitment to giving back have become the company's greatest competitive advantage and the most powerful engine of its success. Because no matter what business you're in, Benioff says, values are the bedrock of a resilient company culture that inspires all employees, at every level, to do the best work of their lives. Along the way, he shares insights and best practices for anyone who wants to cultivate a company culture positioned to thrive in the face of the inevitable disruption ahead. None of us in the business world can afford to sit on the sidelines and ignore what's going on outside the walls of our workplaces. In the future, profits and progress will no longer be sustainable unless they serve the greater good. Whether you run a company, lead a small team, or have just draped an ID badge around your neck for the first time, Trailblazer reveals how anyone can become an agent of change. Praise for Trailblazer “A guide for what every business and organization must do to thrive in this period of profound political and economic change.”—Jamie Dimon, chairman and CEO of JPMorgan Chase “In Trailblazer, Benioff explores how companies can nurture a values-based culture to become powerful platforms for change.”—Susan Wojcicki, CEO of YouTube

## **The Challenger Sale**

Aiming to inspire and empower, Beating the Odds highlights real-life success stories of technical women who made it. This book explores critical turning points that make or break careers and provides tools for putting insight into action — both for women and organizations supporting them.

## **The Ultimate Guide to Doing Business in Africa**

The current downturn may prove more brutal than most previous recessions. It's already hammering companies in markets around the globe. It will test businesses to their fullest-many won't survive. But downturns present strategic opportunities, too. In fact, many more companies achieve dramatic gains during recessions than in normal times. How to ensure your company emerges successful? In *Winning in Turbulence*, a new volume in the Memo to the CEO series, Bain & Company downturn strategist Darrell Rigby provides the playbook. He presents a powerful framework and diagnostic tool (available in the book and online) for assessing three dimensions of your situation: Your industry's sensitivity: How hard is it hit by this downturn? Your company's strategic position: Are you an industry leader or follower? Your firm's financial position, including cash reserves. The author then explains how to craft an action plan tailored to the situation you've diagnosed, providing tools for: Cutting costs intelligently-sustaining your margins and brand Boosting revenue by refocusing your sales force on the right customers Channeling resources into your core businesses Preparing for bold moves, such as game-changing acquisitions Timely and practical, this book positions you to survive a downturn and emerge stronger once the recovery begins.

## **Strategy That Works**

In an era of slowing growth, Africa is home to a trillion-dollar, resource-rich economy, and six of the ten fastest growing markets in the world. *Success in Africa* introduces the ambitious CEOs who are building the continent. These stories of growth, technology, and tradition bring life to one of the most important stories of the global economy: a successful Africa. The CEOs of General Electric, The Coca Cola Company, and Tullow Oil join Africa's leading CEOs to share insights on what wins in this fast-growth market. With twenty years of experience in frontier markets, including a decade working in Africa, author Jonathan Berman engages with top business leaders on the vast opportunities and challenges of the continent. *Success in Africa* pushes past the headlines on Africa's growth to answer the questions often asked by companies and investors: Who do I work with there and what drives them? How do I deal with government? What about war, disease, and poverty? What about China? How do I win? *Success in Africa* provides on-the-ground perspective, personal stories, and insight that Robert Rubin calls "essential reading for all who are interested in Africa for reasons of business, investment, policy, or curiosity."

## **Mastering the Merger**

This book examines the perception of Africa in the global system, tracing Africa's transition from a "problem" to be solved into an agent with a rising voice in the world. Mixing Afro-optimism with heavy doses of Afro-reality and Afro-responsibility, this book calls for a new political narrative about Africa that captures the multi-disciplinary dimensions of Africa's "transition" and critically examining its ramifications. The author discusses the origins of the "Problem" perception held about Africa and explains how things are turning around and how the continent is now becoming a voice to be heard rather than a problem to be solved. He then

goes on to interrogate some of the key manifestations of this new “voice” and identifies how the world is responding to the new “voice” of Africa before finally examining some of the contradictions that have been embedded in the transition. The book is strategically multi-disciplinary - emphasizing key disciplines of African studies in different chapters - for example: anthropology, ethnography, and philosophy in Chapter 1; history, in Chapter 2; economics, in Chapter 3; politics, in Chapter 4; arts, literature, and aesthetics, in Chapter 5; religion, in Chapter 6; and globalization, in Chapter 7. Through this, *A New Narrative for Africa* explores and analyses several of the various strands of the African studies discipline, examining the transformation of Africa on the global stage over the course of its history. Taking an interdisciplinary approach, this book will be of interest across African Studies, Global Affairs, Politics, Economics, and Development studies.

## **Political Communication in Africa**

The Definitive Guide to Doing Business in Africa For global and Africa-based companies looking to access new growth markets, Africa offers exciting opportunities to build large, profitable businesses. Its population is young, fast-growing, and increasingly urbanized--while rapid technology adoption makes the continent a fertile arena for innovation. But Africa's business environment remains poorly understood; it's known to many executives in the West only by its reputation for complexity, conflict, and corruption. *Africa's Business Revolution* provides the inside story on business in Africa and its future growth prospects and helps executives understand and seize the opportunities for building profitable, sustainable enterprises. From senior leaders in McKinsey's African offices and a leading executive on the continent, this book draws on in-depth proprietary research by the McKinsey Global Institute as well as McKinsey's extensive experience advising corporate and government leaders across Africa. Brimming with company case studies and exclusive interviews with some of Africa's most prominent executives, this book comes to life with the vibrant stories of those who have navigated the many twists and turns on the road to building successful businesses on the continent. Combining an unrivalled fact base with expert advice on shaping and executing an Africa growth strategy, this book is required reading for global business executives looking to expand their existing operations in Africa--and for those seeking a road map to access this vast, untapped market for the first time.

## **Success in Africa**

"Payal has beautifully defined success as to 'reach where you want from where you are.' She emphasizes rightful karma or focused execution to keep you on the right path so that you are always walking in a direction that takes you toward your goal." Dr. Arun Arora, CEO, EDVANCE "This book is full of practical tips on how to become a successful leader and the best part is Payal has narrated it wonderfully with appropriate fables and relevant case studies. Her entrepreneurial attitude and impactful wisdom are commendable and evident in the IPL series." Swapna Hari, Director, Cognizant "This book by Payal Nanjiani will join the best of business literature for emphasizing attitude as our biggest asset." Swami Mukundananda of Jagadguru Kripaluji Yog (JKYog) Institute Gathering insights from 20 years of the author's executive coaching in the United States and abroad, this book presents 21

mindfulness strategies for business leaders, corporate heads, entrepreneurs, and professionals. During the author's coaching sessions for business and corporate leaders and her trainings at corporations, mid-sized businesses, small businesses, and start-up organizations, she discovered that there is a wide gap between those who achieve success and those who do not. This gap indicates that there is still something significant missing in the business world. *Success Is Within* fills this gap by encouraging business professionals to "mind the mind." Written in accessible, easy-to-digest language, and targeted towards busy US business professionals who long for thought-leadership to boost their success, the book argues that success depends on changing one's mindset in key ways. Each chapter focuses on one way to transform one's mindset to achieve success. The union of these 21 ways provides a uniquely comprehensive program for leadership success in business and corporate careers. Drawing from a blend of Eastern and Western wisdom, the book blends true-life storytelling about the challenges of actual business professionals with insights drawn from traditional parables from classic "wisdom books" to inspire readers to think-through how to transform their mindsets. Ultimately, the book helps magnify one's inner power: the power of one's mind. The book calls on business professionals to unleash their "inner leader." When they recognize the power of their inner leader, they will become unstoppable.

## **The Real Business of Blockchain**

Many senior executives talk about information as one of their most important assets, but few behave as if it is. They report to the board on the health of their workforce, their financials, their customers, and their partnerships, but rarely the health of their information assets. Corporations typically exhibit greater discipline in tracking and accounting for their office furniture than their data. Infonomics is the theory, study, and discipline of asserting economic significance to information. It strives to apply both economic and asset management principles and practices to the valuation, handling, and deployment of information assets. This book specifically shows: CEOs and business leaders how to more fully wield information as a corporate asset CIOs how to improve the flow and accessibility of information CFOs how to help their organizations measure the actual and latent value in their information assets. More directly, this book is for the burgeoning force of chief data officers (CDOs) and other information and analytics leaders in their valiant struggle to help their organizations become more infosavvy. Author Douglas Laney has spent years researching and developing Infonomics and advising organizations on the infinite opportunities to monetize, manage, and measure information. This book delivers a set of new ideas, frameworks, evidence, and even approaches adapted from other disciplines on how to administer, wield, and understand the value of information. Infonomics can help organizations not only to better develop, sell, and market their offerings, but to transform their organizations altogether.

## **Align**

What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at

Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, *The Challenger Sale* argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one—the Challenger—delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

## **Africa's Business Revolution**

Who you hire defines everything, from business success down to who you are as a leader. That's why hiring top talent is the #1 priority of most CEOs, and yet, studies show that the majority don't believe they recruit highly talented people. As the talent economy continues to evolve, CEOs need to adapt the way they compete for talent in order to keep up. As a current SaaS CEO and former recruiter, Jerome Ternynck packs 30 years of learnings and differentiated recruiting strategies into *Hiring Success* to provide CEOs a future-ready perspective for talent. You'll walk away with the ability to attract, select, and hire the best talent at a global scale on demand—leading to hiring success now and in the future.

## **Inside Coca-Cola**

Improve performance through self-awareness and relationships. Mattson and Seidman, C-level executives at Sandler Training, a world leader in sales training, focus readers on the 11 core principles that can reshape identity and promote professional growth. The Sandler System reveals the insights necessary to shift your own beliefs, behaviors, and attitudes to match those of the highest-earning, most successful sales representatives.

## **The Outsiders**

Africa welcomes business investment and offers some of the world's highest returns and impacts Africa has tremendous economic potential and offers rewarding opportunities for global businesses looking for new markets and long-term investments with favorable returns. Africa has been one of the world's fastest-

growing regions over the past decade, and by 2030 will be home to nearly 1.7 billion people and an estimated \$6.7 trillion worth of consumer and business spending. Increased political stability in recent years and improving regional integration are making market access easier, and business expansion will generate jobs for women and youth, who represent the vast majority of the population. Current economic growth and poverty-alleviation efforts mean that more than 43 percent of the continent's people will reach middle- or upper-class status by 2030. Unlocking Africa's Business Potential examines business opportunities in the eight sectors with the highest potential returns on private investment—the same sectors that will foster economic growth and diversification, job creation, and improved general welfare. These sectors include: consumer markets, agriculture and agriprocessing, information and communication technology, manufacturing, oil and gas, tourism, banking, and infrastructure and construction. The book's analysis of these sectors is based on case studies that identify specific opportunities for investment and growth, along with long-term market projections to inform decision-making. The book identifies potential risks to business and offers mitigation strategies. It also provides policymakers with solutions to attract new business investments, including how to remove barriers to business and accelerate development of the private sector.

## **The Villager**

70% of M&A's fail, yet deals are essential for growing world-class companies How have the most successful deal makers consistently defied this paradox and beaten the odds? The answer is by using a disciplined approach to deal making, focusing on just four key decisions. Most other books on M&A are more comprehensive, covering all aspects of the deal from planning to integration. This book offers a distinct contribution to M&A literature in that it purposefully focuses on the due diligence that must be done before a decision to make a deal ever happens. It identifies the key factors that are most critical to whether or not a merger succeeds. Get this right, and your chances of success are much greater.

## **The Future Leader**

In *Don't Mess It Up: How Founders and Their Successors Can Avoid the Clichés That Inhibit Growth*, author and six-time second CEO Les Trachtman offers his expertise on the most effective ways to successfully hand off your company to a worthy successor. He also has advice for those who are inheriting a business and want to take it to the next level, as well as for boards who are dealing with these leadership transitions. In his direct, no-nonsense approach, Les shows readers how seemingly harmless business clichés such as “get it right” and “be careful” can have a detrimental effect on a company's future by conveying that such imperative ingredients such as risk and innovation are things to now be avoided. Readers will learn how to:

- Understand the metamorphosis required to transition from great founder to great CEO
- Know when, and if, it's time to replace yourself
- Pick the right successor
- Prepare yourself and your company for the fragile transition
- Create a successful CEO transition
- Separate yourself from the company

There is likely no one more experienced in founder transitions than Les Trachtman. He has been an innovative and respected successor at six different companies; let his hard-won advice guide you through your transition and toward

success.

## **The China Strategy**

The first book by a Coca-Cola CEO tells the remarkable story of the company's revival. Neville Isdell was a key player at Coca-Cola for more than 30 years, retiring in 2009 as CEO after regilding the tarnished brand image of the world's leading soft-drink company. This first book by a Coca-Cola CEO tells an extraordinary personal and professional world-wide story, ranging from Northern Ireland to South Africa to Australia, the Philippines, Russia, Germany, India, South Africa and Turkey. Isdell helped put out huge public relations fires (India and Turkey), opened markets (Russia, Eastern Europe, Philippines and Africa), championed Muhtar Kent, the current Turkish-American CEO, all while living the ideal of corporate responsibility. Isdell's, and Coke's, story is newsy without being gossipy; principled without being preachy. Inside Coca-Cola is filled with stories and lessons appealing to anybody who has ever taken "the pause that refreshes." It's also a readable and important look at how companies can market and govern themselves more-ethically and to great success.

## **Trailblazer**

This book offers a comprehensive account of the nature and development of political communication in Africa. In light of the growing number of African states now turning towards democratic rule, as well as the growing utilization of information technologies in Africa, the contributors examine topics such as: the role of social media in politics, strategic political communication, political philosophy and political communication, Habermas in Africa, gender and political communication, image dilemma in Africa, and issues in political communication research in Africa, and identify the frontiers for future research on political communication in Africa.

## **Hiring Success: How Visionary CEOs Compete for the Best Talent**

"When Feyi Olubodun, CEO of one of West Africa's leading creative agencies, witnessed one too many cases of brands failing in the African marketplace he began to ask himself questions: - Why did brands, both global and local, so often fail to connect with the African consumer? - What was it about the African market that brand owners were not seeing? He began to reflect on his own marketing experiences and out of this emerged the framework for The Villager. In Feyi's view, the African consumer begins his life's journey by moving from the village, his rural dwelling, to the city, carrying with him not only his own dreams but also the dreams of his community. He is a highly aspirational consumer, motivated to succeed, and he becomes the economic portal for the rest of his community back home. But although he may be exposed to global influences and technology, his essential identity remains largely intact. This is why Feyi calls the African consumer a Villager. The Village is no longer a physical space; it is a psychological construct that defines him and the filter through which he engages with and consumes brands. In developing his construct, Feyi posits that if you wish to engage

successfully in a market you may not understand, you must have the right 'lenses' to view a people. He believes the secret lies in applying these lenses at the confluence of commerce, culture and consumer. Data is not enough to understand the vagaries of a particular market. Drawing on his wide experience and wealth of astute observations, he provides a highly readable and indispensable guide to the mindset of the African consumer today, yet it is true to say that his insights apply, albeit in a more nuanced way, to consumer behaviour across the globe. The Villager is essential reading for brand owners wishing to conquer new markets."--Back cover.

## **The Next Africa**

The Next Africa, an Axiom Best Business Book Award winner, will change the way people think about the continent. The old narrative of an Africa disconnected from the global economy, depicted by conflict or corruption, and heavily dependent on outside donors is fading. A wave of transformation driven by business, modernization, and a new cadre of remarkably talented Africans is thrusting the continent from the world's margins to the global mainstream. In the coming decades the magnitude of Africa's markets and rising influence of its people will intersect with other key trends to shape a new era, one in which Africa's progress finally overshadows its challenges, transforming an emerging continent into a global powerhouse. The Next Africa captures this story. Authors Jake Bright and Aubrey Hruby pair their collective decades of Africa experience with several years of direct research and interviews. Packed with profiles; personal stories, research and analysis, The Next Africa is a paradigm-shifting guide to the events, trends, and people reshaping Africa's relationship to the world. Bright and Hruby detail the cross-cutting trends prompting Silicon Valley venture capital funds and firms like GE, IBM, and Proctor & Gamble to make major investments in African economies, while describing how Africans are stimulating Milan runways, Hollywood studios, and London pop charts. The Next Africa introduces readers to the continent's burgeoning technology movement, rising entrepreneurs, groundbreaking philanthropists, and cultural innovators making an impact in music, fashion, and film. Bright and Hruby also connect Africa's transformation to its contemporary immigrant diaspora, illustrating how this increasingly affluent group will serve as the thread that pulls the continent's success together. Finally, The Next Africa suggests a fresh framework for global citizens, public policy-makers, and CEOs to approach Africa. It will no longer be "The Hopeless Continent", nor will it become an overnight utopia. Bright and Hruby offer a more nuanced, net-sum, and data-rich approach to analyzing an increasingly complex continent, reconciling its continued challenges with rapid progress. The Next Africa describes a future of a more globally-connected Africa where its leaders and citizens wield significant economic, cultural, and political power--a future in which Americans will be more likely to own African stocks, work for companies doing business in Africa, buy African hits from iTunes, see Nigerian actors win Oscars, and learn new African names connected to tech moguls and billionaires.

## **Outside Insight**

A Washington Post Bestseller Three Principles for Managing—and Avoiding—the Problems of Growth Why is profitable growth so hard to achieve and sustain? Most

executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers. But when Bain & Company's Chris Zook and James Allen, authors of the bestselling *Profit from the Core*, researched this question, they found that when companies fail to achieve their growth targets, 90 percent of the time the root causes are internal, not external—increasing distance from the front lines, loss of accountability, proliferating processes and bureaucracy, to name only a few. What's more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these crises, if not managed properly, stifle the ability to grow further—and can actively lead to decline. The key insight from Zook and Allen's research is that managing these choke points requires a "founder's mentality"—behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers:

- An insurgent's clear mission and purpose
- An unambiguous owner mindset
- A relentless obsession with the front line

Based on the authors' decade-long study of companies in more than forty countries, *The Founder's Mentality* demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder's mentality throughout their organization and find lasting, profitable growth.

## Infonomics

Are you a future-ready leader? Based on exclusive interviews with over 140 of the world's top CEOs and a survey of nearly 14,000 people. Do you have the right mindsets and skills to be able to lead effectively in the next ten years and beyond? Most individuals and organizations don't even know what leadership will look like in the future. Until now. There has been a lot written about leadership for the present day, but the world is changing quickly. What worked in the past won't work in the future. We need to know how to prepare leaders who can successfully navigate and guide us through the next decade and beyond. How is leadership changing, and why? How ready are leaders today for these changes? What should leaders do now? To answer these questions, Jacob interviewed over 140 CEOs from companies like Unilever, Mastercard, Best Buy, Oracle, Verizon, Kaiser, KPMG, Intercontinental Hotels Group, Yum! Brands, Saint-Gobain, Dominos, Philip Morris International, and over a hundred others. Jacob also partnered with LinkedIn to survey almost 14,000 of their members around the globe to see how CEO insights align with employee perspectives. The majority of the world's top business leaders that Jacob interviewed believe that while some core aspects of leadership will remain the same, such as creating a vision and executing on strategy, leaders of the future will need a new arsenal of skills and mindsets to succeed. What emerged from all of this research is the most accurate groundbreaking book on the future of leadership, which shares exclusive insights from the world's top CEOs and never before seen research. After reading it, you will:

- Learn the greatest trends impacting the future of leadership and their implications
- Understand the top skills and mindsets that leaders of the future will need to possess and how to learn them
- Change your perception of who a leader is and what leadership means
- Tackle the greatest challenges that leaders of the future will face
- See the gap that exists between what CEOs identified versus what employees are actually experiencing

Become a future-ready leader This is the book that you, your team, and your organization must to read in order to lead in the future of work.

## **Risk and Return**

Most businesses rely on talent to succeed, but none so much as professional service firms. Within this rapidly expanding, trillion-dollar industry, professionals--and how they're managed--are the primary source of competitive advantage. In fact, success in this sector is determined more by the people you pay than the people who pay you. This path-breaking book provides readers with a practical and integrated perspective on how to win in the unique and tumultuous world of professional services. From strategy to organization to culture, it offers customized insights for businesses in which professionals drive bottom-line results and long-term company success. Respected academic Jay W. Lorsch and accomplished practitioner Thomas J. Tierney apply their broad experience to the realities of "Monday morning" decision making. Their work reflects decades of personal experience, combined with a rigorous study of outstanding professional service firms in industries that include law, information technology, accounting, advertising, investment banking, executive search, and consulting. *Aligning the Stars* explains what differentiates the "best of the best" within professional services. By describing how to attract, retain, motivate, organize, and lead the stars that shape a company's destiny, this book provides valuable lessons for the current and future leaders of every talent-driven business.

## **Before I Was CEO**

Based on a multiyear study of such firms as Apple, IKEA, and Vanguard, the authors warn against complexity as a strategy for business planning, advocating instead for a simple, repeatable model that provides for constant improvement.

## **Doing Agile Right**

Three little known facts: Africa is now the world's fastest growing continent, with average GDP growth of 5.5% the past 10 years. Malaria deaths have declined by 30% and HIV infections by 74%. Nigeria produces more movies than America does. *The Lion Awakes* is the true story of today's Africa, one often overshadowed by the dire headlines. Traveling from his ancestral home in Uganda, East Africa, to the booming economy and (if chaotic) new democracies of West Africa, and down to the "Silicon Savannahs" of Kenya and Rwanda, Ashish J. Thakkar shows us an Africa that few Westerners are aware exists. Far from being a place in need of our pity and aid, we see a continent undergoing a remarkable transformation and economic development. We meet a new generation of ambitious, tech savvy young Africans who are developing everything from bamboo bicycles to iPhone Apps; we meet artists, film makers and architects thriving with newfound freedom and opportunity, and we are introduced to hyper-educated members of the Diaspora who have returned to Africa after years abroad to open companies and take up positions in government. They all tell the same story: 21st Century Africa offers them more opportunity than the First World. Drawing from his business experience, and his own family's history in Africa, which include his parents'

expulsion from Uganda by Idi Amin in the 70s and his own survival of the Rwandan genocide in 1994, Ashish shows us how much difference a decade can make.

## **Sandler Success Principles:11 Insights that will change the way you THINK and SELL**

Shortlisted for the 2020 Business Book Awards Why do some businesses thrive, while many more struggle and fail? A key reason – and the focus of this book – is strategic alignment. This is the careful arrangement of the various elements of an enterprise – from its business strategy to its organisation – to best support the fulfillment of its long-term purpose. The best-aligned enterprises are the best performing. Most executives recognise that their enterprises should be managed in this aligned way, but lack a robust system of thought to allow them to execute strategic alignment effectively and realise its full benefits. There are thousands of organisations globally that are operating below their potential simply because they are not aligned. This book aims to change that. In *Align*, Jonathan Trevor provides a blueprint for how strategic alignment can be effectively developed, implemented and sustained. Drawing upon active research at the University of Oxford's Saïd Business School, Jonathan also provides practical case studies and evidence-based insights – culminating in a thoughtful and compelling message to help leaders everywhere to improve their alignment and enterprise performance.

## **Success Is Within**

How to close the gap between strategy and execution Two-thirds of executives say their organizations don't have the capabilities to support their strategy. In *Strategy That Works*, Paul Leinwand and Cesare Mainardi explain why. They identify conventional business practices that unintentionally create a gap between strategy and execution. And they show how some of the best companies in the world consistently leap ahead of their competitors. Based on new research, the authors reveal five practices for connecting strategy and execution used by highly successful enterprises such as IKEA, Natura, Danaher, Haier, and Lego. These companies:

- Commit to what they do best instead of chasing multiple opportunities
- Build their own unique winning capabilities instead of copying others
- Put their culture to work instead of struggling to change it
- Invest where it matters instead of going lean across the board
- Shape the future instead of reacting to it

Packed with tools you can use for building these five practices into your organization and supported by in-depth profiles of companies that are known for making their strategy work, this is your guide for reconnecting strategy to execution.

## **How We Made It in Africa**

Have you always known what you wanted to be in life? What are some “watershed moments” that made you who you are? When did you get on track to become a successful CEO? It started with three questions at Davos. The younger Peter Vanham looked to the answers from the elite leaders he asked to validate his own career choice, and the rich, private wisdom he received revealed more about building a career than he'd found anywhere else. He shares it all with you in *Before*

I Was CEO. For everyone who lays awake at night wondering if they're heading up or down the corporate ladder, this collection of personal stories from a remarkable group of the most accomplished men and women in business today proves everyone can put themselves in the C-suite by taking a variety of different paths—it's all how you do it. Some found opportunity through adversity and others came by their big-break moments through serendipity. A group of them walked away from corporate life and lived in other ways and all of them made calculated moves to advance their careers. In their own words, read how it all unfolded, the tough decisions they wrestled, the risks and rewards they saw, and how it all came together. You don't need a royal pedigree or Ivy League education to reach the top as long as you:

- Value family, leave home, and make informed decisions based on your dreams
- Take the first thirty-five years of your life to discover what you're interested in and don't rush to be a CEO
- Strategically deal with failure, remember the lessons you learned, and adapt to situations you can't change

You aren't the first person to be at the crossroads you're standing in, and with the motivating and instructive stories in *Before I Was CEO*, you may be answering a young journalist's questions at Davos one day.

## **The Lion Awakes**

Managing Your Scarcest Resources Business leaders know that the key to competitive success is smart management of scarce resources. That's why companies allocate their financial capital so carefully. But capital today is cheap and abundant, no longer a source of advantage. The truly scarce resources now are the time, the talent, and the energy of the people in your organization--resources that are too often squandered. There's plenty of advice about how to manage them, but most of it focuses on individual actions. What's really needed are organizational solutions that can unleash a company's full productive power and enable it to outpace competitors. Building off of the popular Harvard Business Review article "Your Scarcest Resource," Michael Mankins and Eric Garton, Bain & Company experts in organizational design and effectiveness, present new research into how you can liberate people's time, talent, and energy and unleash your organization's productive power. They identify the specific causes of organizational drag--the collection of institutional factors that slow things down, decrease output, and drain people's energy--and then offer a pragmatic framework for how managers can overcome it. With practical advice for using the framework and in-depth examples of how the best companies manage their people's time, talent, and energy with as much discipline as they do their financial capital, this book shows managers how to create a virtuous circle of high performance.

## **Time, Talent, Energy**

From the founder of the award-winning website ([www.howwemadeitinafrica.com](http://www.howwemadeitinafrica.com)) comes the stories of 25 entrepreneurs who've built thriving businesses. \* Be inspired by the experiences of Africa's most dynamic entrepreneurs \* Gain insight into the continent's business opportunities \* Find the courage to make your own dreams and ambitions become a reality Discover why Ken Njoroge is building a billion-dollar pan-African digital payments company (it is not because he wants to drive a Ferrari); Find out how Jean de Dieu Kagabo grew a Rwanda-based industrial

group from a simple product: toilet paper; And be inspired by the extraordinary tale of Hassan Bashir who created a booming insurance company from nothing but grit and persistence. Each entrepreneur's story is told in an honest manner, not shying away from the mistakes made and the considerable hurdles they had to overcome. And there were many tough times: from being betrayed by long-time senior managers to losing vast sums of money because of poor market research. Pursuing their business ambitions also had a toll on their personal lives: one entrepreneur was too broke to afford diapers for his baby, while another had to sell her house to keep the company alive. MEET THE ENTREPRENEURS 1. Ken Njoroge (Kenya): The long, hard journey to build a billion-dollar company 2. Tseday Asrat (Ethiopia): A modern twist on Ethiopia's coffee culture 3. Tumi Phake (South Africa): Flexing his entrepreneurial muscles to exploit a gap in the fitness industry 4. Monica Musonda (Zambia): Instant noodle pioneer 5. Hassan Bashir (Kenya): An insurance firm created from nothing but grit and persistence 6. Ebele Enunwa (Nigeria): A \$50-million food and retail empire 7. Tayo Oviolu (Nigeria): The entrepreneur who traded in his Silicon Valley life to bring mobile money to Nigerians 8. Navalayo Osembo (Kenya): How to make a Kenyan running shoe 9. Jean de Dieu Kagabo (Rwanda): Rwandan industrialist always hunting for the next big business idea 10. Addis Alemayehou (Ethiopia): Serial entrepreneur bringing the world to Ethiopia 11. Kasope Ladipo-Ajai (Nigeria): Nigerian cooking made convenient 12. Chijioko Dozie (Nigeria): Leveraging past experiences to disrupt the banking industry 13. Sylvester Chauke (South Africa): Marketer with a passion to take African brands global 14. Yoadan Tilahun (Ethiopia): Showing Ethiopia how to throw an event 15. Mossadeck Bally (Mali): West African hotel group built on an appetite for risk 16. Jennifer Bash (Tanzania): Adding value to everyday staples 17. Jesse Moore (Kenya): Thinking out of the box to power over 600 000 homes with solar energy 18. Twapewa Kadhikwa (Namibia): How one hair salon became a group of companies 19. Jacques de Vos (South Africa): Growing a high-impact tech business one problem statement at a time 20. Nana Akua Birmeh (Ghana): Architect breaking glass ceilings 21. Nelly Tuikong (Kenya): Kenyan beauty brand taking on global giants 22. Dr Hend El Sherbini (Egypt): From a small Egyptian family business to a London-listed healthcare giant 23. NJ Ayuk (Cameroon): A lawyer on the road less travelled 24. Polo Leteka (South Africa): The investor who spots opportunity where others see risk 25. Ashley Uys (South Africa): Diagnostic hustler ABOUT THE AUTHOR Jaco Maritz is CEO of Maritz Africa, publisher of the award-winning pan-African online business publication How we made it in Africa. Jaco holds a BA in Information Science from USB. He started his career at South African media company Media24, working on the websites of some of the country's most well-known newspapers. He went on to become editor of TradeInvestNigeria, after which he founded Maritz Africa. When not building Maritz Africa, Jaco enjoys investing in other businesses. He is a regular speaker on business in Africa.

## Decide & Deliver

Is your business looking out? The world today is drowning in data. There is a treasure trove of valuable and underutilized insights that can be gleaned from information companies and people leave behind on the internet - our 'digital breadcrumbs' - from job postings, to online news, social media, online ad spend, patent applications and more. As a result, we're at the cusp of a major shift in the

way businesses are managed and governed - moving from a focus solely on lagging, internal data, toward analyses that also encompass industry-wide, external data to paint a more complete picture of a brand's opportunities and threats and uncover forward-looking insights, in real time. Tomorrow's most successful brands are already embracing Outside Insight, benefitting from an information advantage while their competition is left behind. Drawing on practical examples of transformative, data-led decisions made by brands like Apple, Facebook, Barack Obama and many more, in Outside Insight, Meltwater CEO Jorn Lyseggen illustrates the future of corporate decision-making and offers a detailed plan for business leaders to implement Outside Insight thinking into their company mindset and processes.

## **Winning in Turbulence**

This book looks at several successful African American women and chronicles their success, obstacles, challenges, and lessons learned. The authors have first person access to each of these women and break down their stories to help other aspiring entrepreneurs achieve their dreams of starting or owning their own business.

## **Repeatability**

Enter the matrix . . . and discover a whole new reality for your organization. In today's global business world, many organizations are shifting away from decentralized, vertical structures—with silo functions such as finance, HR, or operations—to a “matrix” model of cross-functional teams that work across a number of business units. When executed successfully, a matrix structure helps companies thrive in the modern market by better leveraging internal resources, eliminating duplication, spurring innovation, and driving enterprise-wide strategy. However, integrating matrix structures is often a challenge for organizations. John Futterknecht and Marty Seldman, PhD, have worked with some of the world's largest companies—including PepsiCo, Disney, McDonald's, and Microsoft—to investigate and conquer the challenges that arise with these highly integrated organizational structures. Through coaching hundreds of leaders and training thousands for on success in a matrix environment, they have witnessed first-hand which skills and strategies are most critical for matrix success . . . and now they're sharing these breakthrough, field-tested tips with you. Leading in the Global Matrix offers a real-world perspective of working in a matrix while using examples from the authors' actual coaching of business leaders. This book tackles the critical, “unspoken” dimensions that are often underestimated and unaddressed in the global business world, helping readers learn: specific skills and insights that can help them be successful in the trenches how to deal with day-to-day realities—which include complexity, pressure, and demand to deliver results with speed what to do, why it's important, and how to accomplish each task With concrete action plans, readers can implement what they learn in the book into their everyday work lives. Leading in the Global Matrix encapsulates field-tested advice to help individual professionals and their teams unlock their full potential, allowing the matrix to finally deliver on its promise.

## **Don't Mess It Up**

Agile has the power to transform work--but only if it's implemented the right way. For decades business leaders have been painfully aware of a huge chasm: They aspire to create nimble, flexible enterprises. But their day-to-day reality is silos, sluggish processes, and stalled innovation. Today, agile is hailed as the essential bridge across this chasm, with the potential to transform a company and catapult it to the head of the pack. Not so fast. In this clear-eyed, indispensable book, Bain & Company thought leader Darrell Rigby and his colleagues Sarah Elk and Steve Berez provide a much-needed reality check. They dispel the myths and misconceptions that have accompanied agile's rise to prominence--the idea that it can reshape an organization all at once, for instance, or that it should be used in every function and for all types of work. They illustrate that agile teams can indeed be powerful, making people's jobs more rewarding and turbocharging innovation, but such results are possible only if the method is fully understood and implemented the right way. The key, they argue, is balance. Every organization must optimize and tightly control some of its operations, and at the same time innovate. Agile, done well, enables vigorous innovation without sacrificing the efficiency and reliability essential to traditional operations. The authors break down how agile really works, show what not to do, and explain the crucial importance of scaling agile properly in order to reap its full benefit. They then lay out a road map for leading the transition to a truly agile enterprise. Agile isn't a goal in itself; it's a means to becoming a high-performance operation. *Doing Agile Right* is a must-have guide for any company trying to make the transition--or trying to sustain high agility.

## **Aligning the Stars**

Blockchain is transforming business. What's your strategy? Leaders of forward-thinking organizations are exploring how blockchain can transform the way they create and seek value. Whether it's used to streamline multiparty processes, create and trade new assets, or leverage artificial intelligence and the internet of things, blockchain enables entirely new business opportunities. This is just the start. As blockchain becomes more widely adopted, it has the potential to radically change the way companies and societies operate, as transformative a paradigm shift as the launch of the internet. *The Real Business of Blockchain* is one of the first books on this transformative technology written for business leaders. Authors David Furlonger and Christophe Uzureau--both of Gartner, the world-renowned research and advisory company--will help you: Assess how blockchain will impact your business Explore the value proposition that blockchain offers Make smart near- and midterm investments Position your organization in a new competitive landscape Timely, visionary, and accessible, *The Real Business of Blockchain* cuts through the hype and helps you unlock the vast capabilities of this powerful and potentially world-changing technology.

## **50 Billion Dollar Boss**

*The Savannah Protocols* offers a helicopter view of the investment opportunities available across sub-Saharan Africa. The risks and potential obstacles are clearly articulated, and the business strategies suitable for sub-Saharan Africa frontier markets are explored through the use of metaphors that are grounded in the context of the subregion. "What a wonderful book. Imaginative. Practical.

Inspirational. Important for anyone involved with business leadership, not just in Africa. It takes us right into the heart of so many key leadership and management issues in these challenging times." —Professor Gareth Morgan, author of Images of Organizations

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