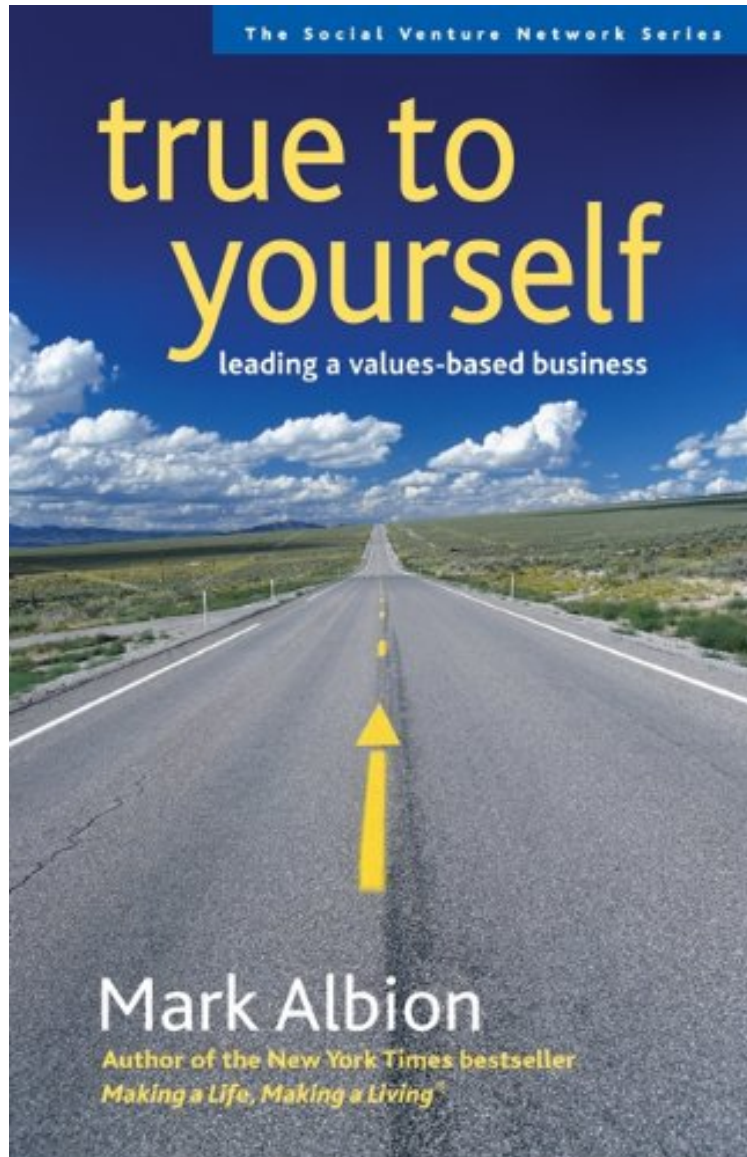


[Free pdf] True to Yourself: Leading a Values-Based Business (Social Venture Network Series)

## True to Yourself: Leading a Values-Based Business (Social Venture Network Series)

Mark Albion

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**Mark Albion : True to Yourself: Leading a Values-Based Business (Social Venture Network Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised True to Yourself: Leading a Values-Based Business (Social Venture Network Series):

2 of 2 people found the following review helpful. Easy read - great examplesBy Srikumar S. RaoI know Mark Albion and admire what he has done. He was a professor at Harvard Business School and gave that up to devote himself to

spreading the message that business is about more than financial metrics. He was instrumental in founding Net Impact and that organization has helped thousands of business school students recognize that there are businesses out there that are genuinely concerned with addressing societal concerns. He has been an entrepreneur and a cheer leader. He publishes a delightful newsletter called ML2 that is crammed full of absolutely delightful quotes. He has advised many very well known entrepreneurs and done a ton of other stuff besides. This book is easy reading and much of what he extolls seems common sense. Who needs to be told about the necessity for transparency, sustainability and responsibility? However, it never hurts to be reminded of these important concepts that we tend to forget so soon. The core of the book consists of five chapters where he talks about the important leadership practices of entrepreneurs who are doing things differently. And here is where his book suffers from a flaw that most books of this type share. For example, one of the practices is to "communicate with care". He gives you questions to ask yourself to figure out if you if you are a good communicator and to improve your communication skills. Questions such as "Do you know how your employees like to receive different types of messages?" and "Are you clear and consistent?" However, he does not tell you how to find out how your employees want to receive messages or how to figure out if employees think you are clear and consistent. So quite a bit of what he says seems important, but does not leave you better equipped to actually do it. Despite this, I have given the book five stars because it has one overwhelming virtue. There are dozens of examples of great companies and wonderful entrepreneurs who are making the world of business a better place. I fully expect that I will reach out to many of them and engage in multiple transactions with them. And that, by itself, makes this book a "must get". 0 of 0 people found the following review helpful. Five Stars By PeblezGift0 of 1 people found the following review helpful. The "Soft Side" Succeeds By John E. Hoover Mark tells stories to illuminate his basic premise that a company's values drive its performance (financially and spiritually). The time to set a values framework is at inception, when the company is young. Simple sounding, but difficult to implement. Mark shows the way.

How do you build the kind of company you've always wanted to work in--one that serves people and the planet while being financially successful, too? What do you do when you believe that business should serve the common good, but everyday business pressures--meeting payroll, battling competition, keeping customers and investors happy--are at a fever pitch? Leading a small business when you measure success more broadly than with a single financial bottom line is no easy task. True to Yourself is a practical guide to doing just that. It provides tools you can use to combine profit with purpose, margin with mission, value with values.

From Publishers Weekly For those whose dreams involve using a small business "as a force for social change," entrepreneur Albion offers encouragement and valuable counsel. The second entry in the publisher's Social Venture Network series, this is a guide to leading "a company that reflects your values" and, along the way, building "a better world for us all." Assuming that the reader is already a believer, but just isn't sure how to reconcile principle and practice, Albion frames his advice in terms of compassionate, socially responsible leadership, though a lot of it is just plain good management. It's about how to build a company with the right priorities from the beginning, not just adding a veneer of responsibility. The book is grounded in the voices of earnest entrepreneurs and unusual case studies you don't see in every business book--including stories of failure as well as of success. While some readers may find Albion insufficiently hard-nosed ("It's better to fail trying to do what you really care about," he writes, "than to succeed at something else"), his sincerity is undeniably compelling. (July) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From the Publisher "A perfect blend of inspiration and instruction, a must-read manual for anyone who aspires to a position of leadership." -- Alan M. Webber, Cofounding Editor, Fast Company Magazine "If you want to build a values-based business, as I did with Kinko's, Mark Albion provides you with the practical know-how to avoid mistakes and lead your company's growth." -- Paul Orfalea, Founder and Chairperson Emeritus, Kinko's "If you want to build a business with social conscience, a company that reflects your core values and that people are proud to work for, True to Yourself will help you pour your heart into doing just that." -- Howard Schultz, Chairman, Starbucks Coffee Company "There has never been a more important moment for leadership from women. It is critical that we have equality in business as well as education and politics, as women recognize the social and environmental challenges we face and develop the courage to confront them. True to Yourself offers the practical guidance and support to allow women to meet these exhilarating challenges and help others working with them do the same." -- Susie Tompkins Buell, Cofounder and Chairperson Emeritus, Esprit Clothing Company About the Author Mark Albion is a social entrepreneur who has co-founded seven organizations, including Net Impact, an international network of MBA students and professional committed to using the power of business to create a better world.