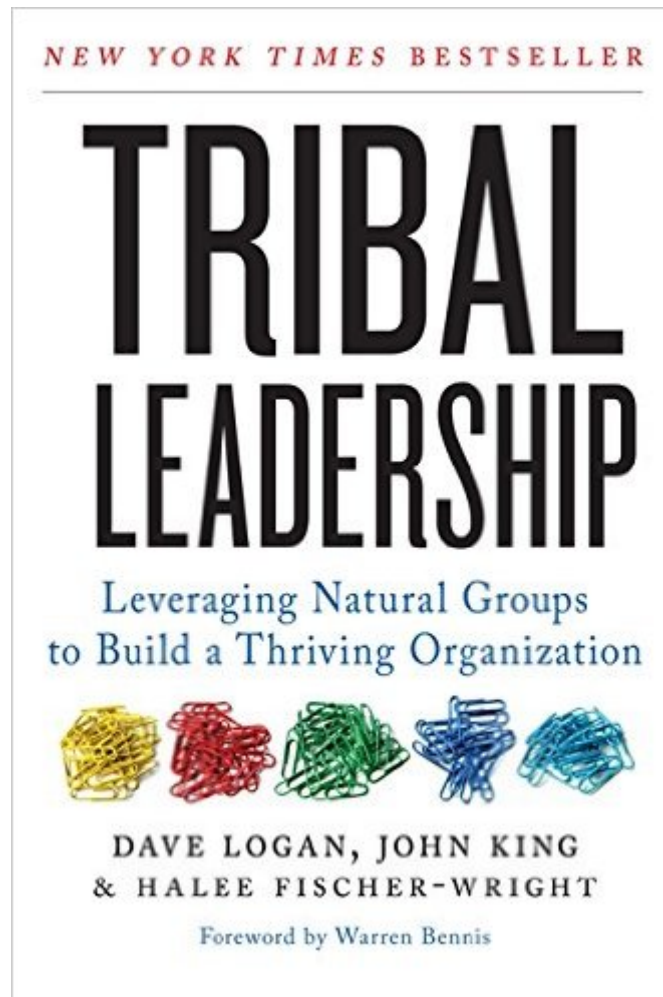


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# Tribal Leadership: Leveraging Natural Groups To Build A Thriving Organization



## Synopsis

“Tribal Leadership gives amazingly insightful perspective on how people interact and succeed. I learned about myself and learned lessons I will carry with me and reflect on for the rest of my life.” —John W. Fanning, Founding Chairman and CEO Napster Inc. “An unusually nuanced view of high-performance cultures.” —Inc. Within each corporation are anywhere from a few to hundreds of separate tribes. In Tribal Leadership, Dave Logan, John King, and Halee Fischer-Wright demonstrate how these tribes develop and show you how to assess them and lead them to maximize productivity and growth. A business management book like no other, Tribal Leadership is an essential tool to help managers and business leaders take better control of their organizations by utilizing the unique characteristics of the tribes that exist within.

## Book Information

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## Customer Reviews

**PROS:** \* Provides a researched system of classifying organizations and businesses as "tribes" that is easy to apply. \* Has useful ideas for helping people "tribe up" and improve their relations and improve organizational relations. \* Very readable and understandable. \* Doesn't pull punches on some of the conclusions.  
**CONS:** \* Some historical interpretations are arguable.  
**SUMMARY:** Buy this book and read it unless you have no interest in community, leadership, and business. In that case you're probably not even reading this blog. Leadership books. I've been getting tired of them ever since people started deciding "The Art of War" could be applied to businesses if you ignored all the war, killing, use of fire, and so forth in the book. Everyone talks about Leadership in business and in

the world, but as I don't see any improvement out there as the amount of lame Leadership books increase, so I assume most of these texts aren't that useful. At the same time, I'm very interested of issues in Leadership since I don't see nearly enough of it. I see bean-counting management, rock-star style poseurs, and exploitative jerks with a narrative. I don't see enough leadership in business, politics, media, or more - real, rallying, directing, powerful leadership. Tribal Leadership is the kind of book I've been waiting for. It not only explores issue of leadership, mostly (but not entirely) dealing with business, but issues of culture, organization, and community. In many ways its a book of applied sociology that happens to focus mostly on business. Based on research covering a decade, the book lays out a very clear thesis: 1. Humans naturally form tribes. 2.

I read a lot of business books and a lot of books on leadership - most of them have at least a few good ideas in them, but this is the first leadership book I've read that's driven me to look at organizations and the art of leadership in a completely different way. Another reviewer mentioned that it was liking having someone giving you glasses and suddenly being able to see in a completely different way - I felt that way as well. Even better, this isn't a book that just shares some opinions or ideas, with over 10 years of research across 24,000 people it's pretty clear the authors did a lot of hard research to figure out Tribal Leadership. What is Tribal Leadership - in a nutshell it's a completely new framework for how to look at leadership and creating high performing organizations. It's not about strategy and it's all about the culture and the evolution of the organization. It turns out there are 5 distinct stages of organizational culture that all build on one another. Stage 1 - Life Sucks...equivalent of a street gang mentality, not really a factor in most professional settings Stage 2 - My Life Sucks...Dilbert, the employees at Dunder Mifflin (The Office) or the employees at Initech Software (Office Space) are great, if a little over done examples of Stage 2 cultures. Stage 3 - I'm Great! (and you're not) - the lone warrior who is very competent and effective by themselves, but doesn't share well with others. Office politics, bad management practices and Stage 2 Cultures all come from Stage 3 managers. Stage 4 - We're Great - the language changes from I, Me to We and Us. It's all about the success of the team vs. individual accomplishments. The only way to really get to Stage 4 is to really 'own' stage 3.

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