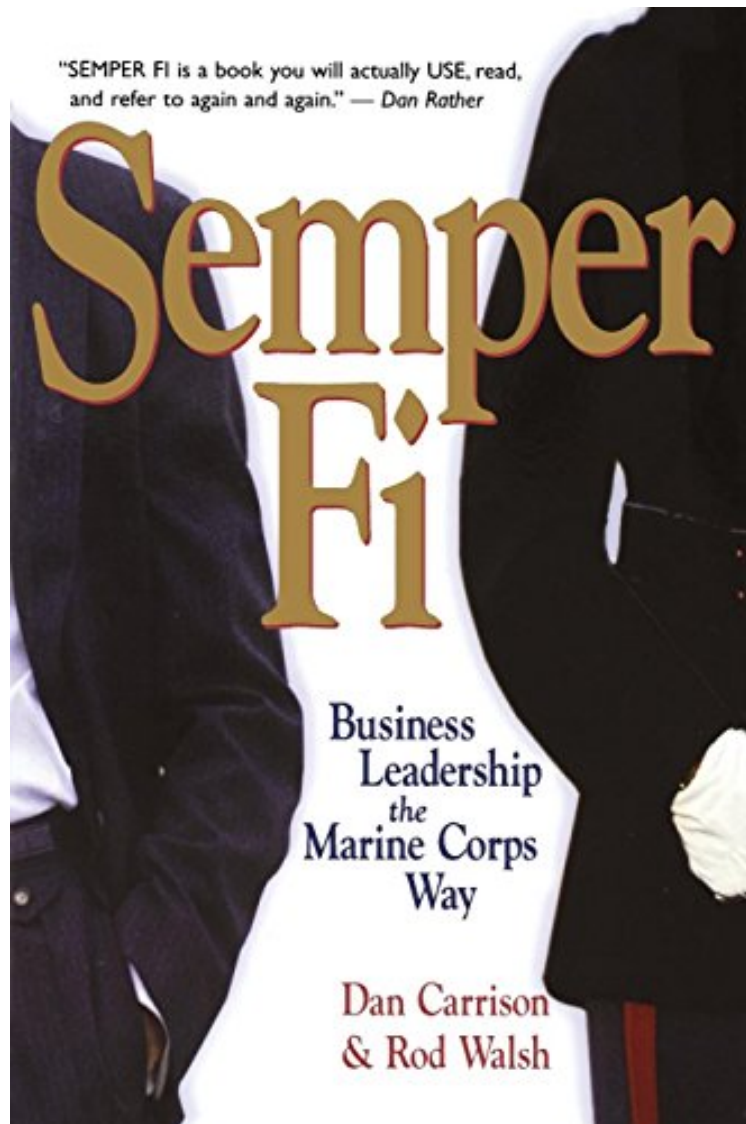


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Semper Fi: Business Leadership the Marine Corps Way

Dan CARRISON, Rod WALSH

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Dan CARRISON, Rod WALSH : Semper Fi: Business Leadership the Marine Corps Way before purchasing it in order to gauge whether or not it would be worth my time, and all praised Semper Fi: Business Leadership the Marine Corps Way:

3 of 3 people found the following review helpful. Great Examples of Skills TransferBy Bomb Man58Authors and former Marines Dan Carrison and Rod Walsh have put together an interesting example of can former military people make it in the business world. Reading this book reinforced for me a very positive 'yes' to that question; as a former military man myself, I found an interesting connection in my later military career—the military became fascinated with the corporate world and its business 'speak', correspondingly the corporate world became attracted to the military

because of its direct action role. Military staff attended courses in quality management and other corporate activities while business groups attended military style training activities to build teams and develop aggressive action plans in an increasingly competitive world. The military way is direct, offensive and focused upon achieving objectives, in the modern corporate world, the competitor is the 'enemy' and conquering the enemy is the objective. However to achieve success demands a winning team and team development is hard work, similarly the best team does so because they are developed as a team; this is where the military ethos of leadership and people management is a strong plus. Today's organisations are smaller, leaner and to succeed need to be all that more meaner. Trainers and managers need to lead by example, not be an example of cynicism and what not to be. This book illustrates that to build a winning team needs dedication and much more than just attending a few courses and discussion groups to build teams. To be successful is demanding and needs total commitment from every level of the organisation, not just the CEO, or the HR department, or the Trainers. To develop the ultimate team needs everybody to know where the strengths of the team are and where the weaknesses are and to work at development of the struggling team members to keep them moving and keep them belonging to the team. This commences at the recruiting stage and continues as the employee progresses through an organisation in various job roles. I enjoyed reading this book as I related to every stage of recruitment, team building, developing a team identity and fostering the team's and organisation's ethos. As a former military member who has worked with the US Marines on exchange and exercises, I related closely to the messages in this book. You can build an extremely powerful organisation using the principles outlined and establish a winning organisation that is strong, effective, loyal and will accept any challenge. Well done Dan Carrison and Rod Walsh!

2 of 2 people found the following review helpful. Facile overlay of Marine Corps culture on private sector
By David Q. Ziegler
The US Marine Corps is a fine fighting machine, led by some outstanding leaders. However, simply superimposing Marine culture on the private sector struck me as too simplistic. The authors make some very good points on organization and leadership, but I would have appreciated at least some "this Marine Corps practice won't work" in the commercial sector observations. Instead we got this somewhat forced overlay of Marine Corps traditions on the corporate environment.

1 of 1 people found the following review helpful. "Semper Fi" the way business should be
By Customer
You may feel some vague sense of obligation to stay up with the books that are produced about business management while realizing that the effort and expense is rarely, if ever, justified by what one reads. Take heart, dear reader; Semper Fi is one of those very rare volumes that is worth a lot more than the purchase price. If you are sick of those who would sacrifice profit and organizational effectiveness for political correctness then this book is for you. If you are a veteran of military service, this book rings true. If you are not a military veteran but have a deep desire to make a difference, this book is for you. But be warned: you have to do it to make your company better.

"This is not," according to Dan Rather, "one of those mumbo-jumbo, pseudo-philosophical books on leadership. Semper Fi is a book you will actually USE, read, and refer to again and again." For more than 200 years, the U.S. Marine Corps has been a paragon of world-class leadership, excelling in the areas of motivation, training, and management. Semper Fi-- which since its hardcover publication has become a best-selling, business leadership classic -- shows readers how to adapt these proven practices for their own organizations. Semper Fi goes behind the scenes to pinpoint what works for the USMC, showing readers how to create a training and management culture that brings out the best in all their employees. The book gives readers tough, practical tips for: * inspiring individual initiative * rewarding hard work * encouraging loyalty * working with limited resources * dealing with change * "leading the troops" at every level of the organization.

From Publishers Weekly "Semper Fidelis," the motto of the U.S. Marine Corps, means "Always Faithful." The title thus emphasizes the authors' allegiance to leadership principles and management practices that they consider fundamental in the Corps. Carrison and Walsh, former Marine officers now working in business and coauthoring the syndicated "Rosie's Bar Grill" column, have assembled a set of directives that show civilian managers and organizations how they can benefit from emulating Corps policies. Chapters address recruitment, training, supervision of the rank and file, middle and senior managements and overall winning strategies, with cardinal points explained in short sections. What the authors consider analogous situations in the Corps and in the business world are compared, such as their hierarchical natures and siege mentalities, and recommendations ("Instill Courage," "Study the Past," "Keep Goals Realistic," "Command from a Forward Position") are summarized in broadly applicable checklists. With clarity and conviction, the authors constantly reinforce basic viewpoints, in a style that will appeal more to readers with military mindsets than what-me-worriers. Most likely to promote understanding and respect among the public are the portrayals of experiences and perspectives of individual members of the Corps, which give spark to what is in the main a generic performance. Copyright 1998 Reed Business Information, Inc. From Library Journal Carrison and Walsh, syndicated columnists and former Marines, contend that business organizations can learn a lot from the way the Marines select, train, and develop personnel. In the Marine corps, esprit de corps and morale are virtually synonymous and a source of envy not only for other service branches but for high-octane businesses as well. While Sun Tzu's The Art of War may be the treatise for strategy, Carrison and Walsh focus on the human equation. One

working premise of the Marine corps is that leadership can be developed, and this book's strength is in application: each illustration of a Marine corp practice is followed by a transfer application to a business situation. Semper Fi is paralleled in the academic press by Jeffrey Pfeiffer's *The Human Equation: Building Profits by Putting People First* (LJ 12/97.) Recommended for general collections. ?Steven Silkunas, Southeastern Pennsylvania Transportation Authority, Philadelphia Copyright 1998 Reed Business Information, Inc. Idquo;The book illustrates that marine Corps's strategy for victorymdash;the end result of leadershipmdash;are just as applicable to the competitive marketplace as to the battlefield.rdqquo; --Journal of Business Strategy Idquo;Semper Fi is a worthwhile read for any practitioner who is seeking new models for developing the leadership capabilities of his or her organization.rdqquo; --Journal of Personal Selling Sales Management Idquo;The book reads crisply, and is rich in anecdotal references both to the Marines and to corporate Americahellip; This material is both fascinating to military history buffs, but is also a concise distillation of military strategic thinking and the application of these strategies to the modern 1990s corporate business environment.rdqquo; --Benefits Compensation Solutions Idquo;Semper Fi is one of the best business books Irsquo;ve read in a long time. And thatrsquo;s a pretty strong statement from an avid reader and reviewer with over three decades of experience as a management consultant and executive.rdqquo; -Midwest Book Idquo;hellip;an easily readable conversational stylerdqquo; --World Trade Idquo;As a former marine officer myself, I encourage each reader to both read and practice the messages presented.rdqquo; --Louisville Courier-Journal Idquo;a fascinating bookhellip; lively and practicalhellip; The lsquo;conceptrsquo; of applying the leadership principles, values of the Marine Corps to business is brilliant, and Carrison and Walsh doing so is exceptional.rdqquo; --The CEO Refresher