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Doug Sundheim

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TAKING SMART RISKS

HOW SHARP LEADERS WIN
WHEN STAKES ARE HIGH

DOUG SUNDHEIM

FOREWORD BY TONY SCHWARTZ, CEO of The Energy Project
and author of the bestsellers *The Power of Full Engagement* and *Be Excellent at Anything*

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Taking Smart Risks: How Sharp Leaders Win When Stakes are High: How Sharp Leaders Win When Stakes are High (EBOOK)*:

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Doug Sundheim has written what is both a book that offers academic insight on risk and a practical guide to leaders everywhere. This book uniquely characterizes the topic of business risk in a way that reads like a novel yet supplies data like the Wall Street Journal. What catches the reader's eye is the layout that allows everyone to understand the reading journey. Through brilliant content based on his experiences and research, well-chosen quotes, and a logical chapter and subchapter organization, both the comprehensive reader and the topic hunter will be satisfied. I am one of many readers who like graphics and summaries. Doug's way of highlighting tables and providing ideas for tools and action satiates the appetite for fast reading and actionable solutions. This book will make its mark in executive boardrooms, leadership development programs, and business schools alike. You cannot miss reading this one - even if you think it is someone else's job to take risks. I found myself taking away concepts to apply to work, home, and community. Enjoy! (Leadership Development Thought Leader)
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By Chip R. Bell
Ever now and then a business book comes along that influences leaders to rethink how they approach their role. Tom Peters, Jim Collins, Marshall Goldsmith, Kouzes Posner, Stephen Covey and Ram Charan were such transformational writers. *Taking Smart Risks* is a rethinking book perfect for the times. A tough recession with its hunker down conservatism has rendered too many leaders gun shy when success and progress have always come to the bold. Sundheim offers practical wisdom that will serve both as a wake-up call and a field guide for helping leaders find their way back to excellence and effectiveness.
2 of 2 people found the following review helpful. The Perfect Book For Your Shelves
By JOE
This book is well thought out and flows easily as you get captivated by the stories and practical advice that will lead you to really wonderful new insights about where you are now and where you want to go!!

In today's market, playing it safe is not an option Lead your company to sustainable success by taking the RIGHT RISKS The business world is in flux, and you have to think and act quickly in order to stay competitive. But the last thing you want to do is make reckless business decisions. You have to find the middle ground. You have to take SMART RISKS. In this groundbreaking book, leadership expert Doug Sundheim explains how to find that precise point between comfort and danger for generating the sustained ability to work at the highest level of performance. *Taking Smart Risks* reveals the secrets to discovering, planning for, and acting upon the kind of risks that will move your company forward and ahead of the competition. Learn how to: Find Something Worth Fighting For; What do you care enough about to risk time, energy, and money to try to make happen? Determining this is half the battle. See the Future Now; Clarify your big idea in terms of real objectives, plans, and intended results. Act Fast, Learn Fast; Make your move quickly, but be sure you don't squander valuable resources in the process. Communicate Powerfully; Assume communication will break down at points, plan accordingly; and don't shy away from the tough conversations. Create a Smart Risk Culture; Build teams that share the same mindsets and values about expected smart risk behavior. Applying Sundheim's advice will help you let go of old assumptions, explore new possibilities, move your organization out of its comfort zone, and experience long-term success. When you take smart risks, you will create. You will innovate. You will grow. And you will WIN. From Sherwin Williams to Moo.com, Doug Sundheim is onto something here: your work is worth fighting for. A worthy read for everyone in your organization. — Seth Godin, Author, *The Icarus Deception* The risk-taking concepts in this book lie at the heart of effective leadership. Using case studies and stories from executives who have "been there, done that," Doug Sundheim teaches us that sometimes the most dangerous thing to do in business and life is to play it safe. — Marshall Goldsmith, million-selling author of the New York Times bestsellers *MOJO* and *What Got You Here Won't Get You There* Sundheim delivers a message that every business needs to hear right now: excessive risk will kill you, but so will complacency. . . If you're charged with driving growth in your organization, buy this book—but more importantly, use it. — Jed Hartman, Group Publisher, Fortune CNNMoney.com A spectacular book! The stories were powerful, the advice was crystal clear, and every few pages called me to action. I have bookmarked more pages in *Taking Smart Risks* than I have in any book since reading Peter Drucker's classics. — Michael Hejtmanek, President CEO, Hasselblad Bron Inc. Doug Sundheim does an excellent job of demonstrating not only how to take smart risks, but also how to lead the process of risk-taking—a critical skill set for leaders today. — Cindy Zollinger, President CEO, Cornerstone Research A compelling case for why smart risk taking is so important in today's fast-paced, uncertain world. — Willie Pietersen, Professor, Columbia Business School; former CEO, Tropicana and Seagram USA

From the Inside Flap The business world is in flux, and you have to think and act quickly in order to stay competitive.

But the last thing you want to do is make reckless business decisions. You have to find the middle ground. You have to take **SMART RISKS**. In this groundbreaking book, leadership expert Doug Sundheim explains how to find that precise point between comfort and danger for generating the sustained ability to work at the highest level of performance.