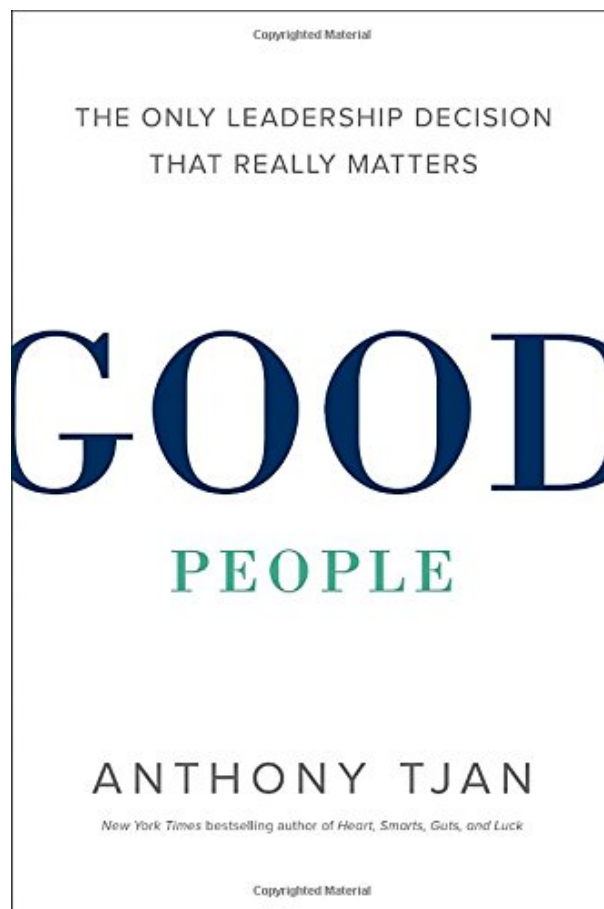


GOOD PEOPLE: THE ONLY LEADERSHIP DECISION THAT REALLY MATTERS BY ANTHONY TJAN



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GOOD PEOPLE

ANTHONY TJAN

New York Times bestselling author of *Heart, Smarts, Guts, and Luck*

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About the Author

Anthony Tjan is an entrepreneur, strategic advisor, and venture investor. He is coauthor of the New York Times bestseller Heart, Smarts, Guts, and Luck and CEO of the Cue Ball Group, a private investment and venture capital firm based in Boston. He is also the chairman and cofounder of the retail service brand MiniLuxe. Prior to joining Cue Ball, he served as senior advisor to the CEO of the Thomson Corporation (now Thomson Reuters) and founded the pioneering Internet advisory group ZEFER. He began his career at McKinsey & Company and served as vice chairman of the Parthenon Group for nearly fifteen years. Tjan holds degrees from Harvard College and Harvard Business School, where he contributes to the Harvard Business Review. He serves on several boards and is a member of the Advisory Council for the MIT Media Lab.

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Good people are your organization's most critical asset. But what does it really mean to be good?

Leaders love to say that any company is only as good as its people, but tend to evaluate candidates and employees more by their measurable accomplishments than by their "softer" qualities, like integrity, compassion, and other values. Bestselling author Anthony Tjan is leading a movement to change the way we think about goodness so that we can become better judges of people and create more goodness in ourselves, in others, and in our organizations.

Tjan argues that while competence is necessary, real goodness must also encompass values; a fantastic résumé can never compensate for mediocre character. In *Good People*, he provides a clear language to discuss goodness, redefining it as a lifelong, proactive commitment that, like any skill, can be exercised, honed, and taught. When leaders prioritize goodness in themselves and in others, they can create lasting cultures and tremendous value.

Drawing from his own experiences as an entrepreneur and venture capitalist, Tjan also taps into the wisdom of his relationships and interviews with extraordinary innovators, executives, artists, academics, teachers, and role models from all disciplines and walks of life who embody his vision. The cases and profiles shared include: Harvard Business School Dean Nitin Nohria, who has called for balancing leadership of competency with leadership of character; Supreme Court Justice Sonia Sotomayor, who has never forgotten her roots and shows profound kindness to her staff and clerks; Hollywood talent manager Shep Gordon, who has counseled his clients on the importance of generosity and gratitude; legendary venture capitalist Henry McCance, whose success proves that humbly ceding the spotlight to others makes room for their greatness; and master jazz musician Clark Terry, who devotedly mentored the young, blind pianist Justin Kauflin.

Packed with practical yet often surprising advice, *Good People* establishes a new language and framework you can use to evaluate, develop, and lead with goodness. Tjan will convince you that there is a hard truth in the "soft stuff" of business, and that choosing and working well with good people is truly the only leadership decision that really matters.

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About the Author

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venture capital firm based in Boston. He is also the chairman and cofounder of the retail service brand MiniLuxe. Prior to joining Cue Ball, he served as senior advisor to the CEO of the Thomson Corporation (now Thomson Reuters) and founded the pioneering Internet advisory group ZEFER. He began his career at McKinsey & Company and served as vice chairman of the Parthenon Group for nearly fifteen years. Tjan holds degrees from Harvard College and Harvard Business School, where he contributes to the Harvard Business Review. He serves on several boards and is a member of the Advisory Council for the MIT Media Lab.

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A Business Book for People Who Don't Like Business Books - Fascinating, Brave and True

By George DeMark

This book is a knockout - and inspiring to boot - and the reason I'm not giving this 5 stars is because I don't give ANYTHING 5 stars! :). I read the author's earlier book, Heart Smarts Guts and Luck and really loved it. Also I have to say that when my son went off to college I actually saw it on the bookshelves of two of his friends - which has to mean something! I've been waiting for a follow-up and this book didn't disappoint me in the slightest - just the opposite as a matter of fact. The premise of Anthony Tjan's new book is that instead of judging other people by what's on their resumes, or what college they went to, or whether they were the valedictorian in high school - what the author calls "judging people by competencies" - the truth of the matter is we judge the people around us, whether they're our colleagues at work or the people we love the most (e.g. family and friends) - by whether or not they are "good people." Do we like their characters? Their values?

For some reason I thought of "Girls" the Lena Dunham show. Now, wait, before you dismiss me as a crank - all I mean is that for years everyone has known about 20-somethings in Brooklyn and it's been obvious to people - but Girls was the only show to DO SOMETHING ABOUT IT. Meaning, people talk about things that are right in front of them but what do they do about them? Lena Dunham did a show - Anthony Tjan wrote a book! Tjan's idea may be obvious to people in a kind of well, yeah! of course! way - we all KNOW in some ways that at the end of the day we want to surround ourselves with good people - but this is the first book to DO SOMETHING about it - and to reveal truths that are right before our eyes in an actionable way that in the end is also kind of moving.

The book is very entertaining - I read it in two sittings - and filled with great examples of people who carry out what Tjan calls "the good people principles." I don't know about you but I think it's pretty courageous for a very successful businessman like Tjan in a he-man corporate world to write about what he calls "the hard truth behind soft matters." In fact, I wish Tjan would take this space to himself - the kind of thoughtful-slash-spiritual category of business - because he could basically own the whole category. When I put the book down I was reminded that we all have about half a dozen masks and identities we wear in our lives, but that's what they are - ROLES - as in "All the world's a stage" (and that's the only Shakespeare I know). Under that are the 97 percent of things we have in common with other human beings, and depending on our level of security-insecurity, do we have the guts - as Tjan does by writing this book- to reveal our humanity and not, say, believe for one tiny second in our "achievements" or our "titles" and all the rest of the bogus tin life awards some people?

As the book closes out, Tjan asks: Can we change just 10 people around us by helping them become better, fuller versions of themselves? I got a shiver down my back when I read that. So can we? I don't know about you but I can't get that idea out of my head. If you read "Good People" you won't be able to, either. How will your 10 people be?

0 of 0 people found the following review helpful.

Good People, Great Book

By Bookworm88

For all the discussion of technologies, metrics, and strategies in today's rapidly changing world, businesses at their core remain nothing more than simply a group of people organized to achieve a common goal. This book reminds us of that fundamental truth and brings it alive in a business context through its elucidation of core principles and real-life examples centered around a people-first philosophy. Author Anthony Tjan clearly has demonstrated in his own career that he has all the "hard skills" which are extolled by the business school professors and the business press, but it's obvious the key lessons that have stayed with him throughout and serve as his own personal compass are the ones he outlines in this book. An enjoyable read with stories that will stick, but its real staying power lies in the author's recognition that the question of goodness in people (and businesses) is one which contains a great deal of nuance - and it's in the space between the folds where the real learning resides.

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