



Book review:

Fighting for enterprise success: Through the eye of the tiger

Authored by David Sharrock

Review by Simon Tupman

Business author and speaker

www.simontupman.com

'Fighting for Enterprise Success: through the eye of the tiger' by David Sharrock is a 440 page book, weighing 1.5 kilos ... but worth its weight in gold.

The book will be of enormous benefit to all businesses in the profit or not-for-profit sectors, regardless of their size or industry. Given the author has drawn from his more than 40 years of experience as a lawyer and business leader- most recently with award-winning Melbourne firm Sharrock Pitman Legal—law firm leaders will find this book of particular value.

The book is detailed and, over 20 chapters, examines how 'enterprise leaders' can rise to the daily challenges confronting all businesses, namely: leadership, governance, strategy, planning, entrepreneurship, innovation, values, principles, culture, customer service, business growth, financial management, social responsibility and philanthropy - all while staying sane!

Compared with many business books covering similar topics, this book is a stand-out, thanks to the wisdom of

the author and the comprehensive toolkit on offer.

It is colourfully illustrated and is loaded with self-assessment tools, templates and worksheets designed to support business leaders as they build the essential foundations of their enterprise success and realise their own leadership potential.

The author's conversational and candid writing style is another distinctive feature; by sharing the ups and downs of his career with an array of personal anecdotes, the author invites the reader to really connect with his message.

While the book is comprehensive, it is not complex. On the contrary, it manages to simplify business concepts that many other business books manage to make complicated! In sharing real-life situations and stories, the author breathes life and relevance into what many business leaders simply regard as abstract or to which they might only pay lip service.

We all need someone to look up to in life. In Chapter 11, the author explains

how Dr Martin Luther King Jnr provided the inspiration for his own leadership ethos. In just 24 pages, the author covers the essentials of leadership, namely: responsibilities, challenges, styles, attributes, principles and policies, as well as guidance on how to assess your own leadership style. He concludes by sharing the secret to his own leadership success: 'I see myself as a hope bearer and my main challenge is to keep hope alive by caring deeply for those around me'.

At a time when the world seems to lurch from one crisis to another, perhaps our world leaders should be reading this book too!

The book is available for purchase from:
www.fightingforenterprisesuccess.com

Softcover print version: \$74.95 (plus p&p) E-book: \$44.95

Both versions include free downloading of 68 self-assessment tools, samples and templates.

