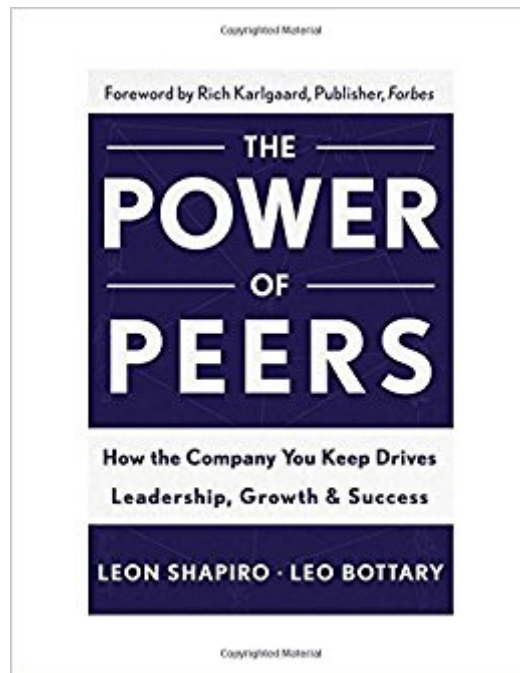


The book was found

Power Of Peers: How The Company You Keep Drives Leadership, Growth, And Success



Synopsis

Birds of a feather flock together. We're all in the same boat. Great minds think alike. While just figures of speech to some, they reflect a simple truth--it's the company we keep that often determines the level of personal growth and professional success we achieve in life.Â Business leaders exchange information and ideas. They network to make deals and build partnerships. They work together to optimize best practices, and they reach out to leaders outside their companies to accelerate growth. Simply put, CEOs and business leaders provide value to one another that they can't find anywhere else. In *The Power of Peers*, authors Leon Shapiro and Leo Bottary introduce peer advantage, a concept that transcends peer influence. This is what CEOs and business leaders experience when they are more selective, strategic, and structured in the way they engage their peers. Peer advantage gives CEOs the insights to compete and the courage to act. *The Power of Peers* features stories of business leaders from a range of industries to illustrate the five essential factors for peer advantage, how it impacts personal growth and why it has proven so effective in helping leaders identify future opportunities and challenges. It's what top, growth-oriented executives have relied upon for decades to be successful in business and in life.

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Customer Reviews

Fewer than 1 percent of CEOs participate in CEO peer advisory groups, yet most of the high-performing CEOs who are members of a group say their experience has lifted their organizations and changed their lives beyond measure, according to Leon Shapiro and Leo Bottary

in this book. While the CEO's life can be a lonely one, it does not have to be. The authors assert that a CEO can gain a significant advantage from belonging to a group of peers if the following five factors are in place:

- Select the right peers "This involves reflection on whether you are well suited for a group experience, and whether a particular group is right for you."
- Create a safe environment "Conversations need to be confidential and free from judgmentalism."
- Utilize a smart guide "Maximizing the potential of any group depends on great leadership."
- Foster valuable interaction "Conversations need to be directed to what really matters to help members achieve their goals."
- Be accountable "Your fellow members will expect you to do what you say you will do."

People who rise to the rank of CEO typically need to have a high degree of confidence in their own abilities and judgment. Nonetheless, decisions are almost always better if they are made after consulting others, rather than in isolation. Often there is no-one within an organisation who sees the whole picture of the organisation in the same way as the CEO, so there is a significant advantage in canvassing the opinions of other CEOs. In my view this book makes a powerful case for participating in a CEO peer advisory group. There are numerous compelling stories of CEOs who derived significant benefits from such a group, including in the areas of strategic ideas, enhancement of personal leadership skills, and personal support during times of grief and crisis.

In the workplace it's often hard to find counsel without bias or judgement. Establishing a peer network that's not directly linked to your company is a great way to get necessary support and feedback. I'm intrigued by the idea that a peer group, as described by Leon and Leo, could bring new energy, challenge and creativity to my work.

You don't have to be a CEO to enjoy this book. There are many pressing lessons that every budding business professionals can learn from reading this. What makes this book so amazing is that the authors not only pull from theory, but from actual real-life events that CEOs face in the workplace, while giving amazing insight on how to survive and thrive as a leader. I am very honored to be in possession of such a book and I wish the authors all the best for publishing such a gem.

I found this book valuable beyond its obvious purpose â " to describe the rationale and value for CEOs to engage in structured, facilitated peer groups. It made me think about the power of collaboration beyond these formal structures. The book offers both practical guidelines and wise advice, wrapped in real-life stories from a broad variety of organizational backgrounds.

As the saying goes, it is lonely at the top. However, research has shown that leaders who have strong, supportive, and honest peer advisory groups optimize success. In *The Power of Peers: How the Company You Keep Drives Leadership, Growth, and Success*, Bottary and Shapiro present both the case for the benefit of peer groups and a how-to guide for creating a peer group. The handbook is a great resource for executive leaders who want to enhance their leadership successes and build mutually beneficial peer groups. *The Power of Peers: How the Company You Keep Drives Leadership, Growth, and Success*

Authenticity is a value which is priceless in relationships. An advantage one receives from peers is the authenticity they hold in their peer-relationship. "The Power of Peers" provides multiple examples of peer relationships, building the trust and communication needed to develop the personal experiences of the intimacy to build trust, and this becomes the basis for taking action. In Part II, the authors continue the guidance of building the team of peers and in Part III, they continue to stand their readers on the backs of giants by using anecdotal stories, providing example after example of how the peer-to-peer learning together builds opportunities for the readers to use as tools to learn and grow.

As a middle-aged entrepreneur and small business owner, I not only need to think out-of-the-box to keep my practice fresh, I need to think outside my company to help my company grow and remain relevant. That is "The Power of Peers" and the peer advisory groups that Leon Shapiro and Leo Botany write about it. I look at other successful companies around me and a common fiber in each of their DNA is that their CEO is a member of a peer advisory group and/or relies on the support of trusted counsel outside their company, whether that is an attorney/advisor, CPA/advisor or their oldest childhood friend. In addition, as we age, generations after us are competing for our business. Joining a group of peers that includes younger professionals and/or executives will also keep your business fresh and attractive -- the thought of reverse mentoring. This book is timely and helpful to me as I continue to grow and look for others for outside support. Read "The Power of Peers," and join a peer advisory group today!

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