

In praise of *Strategy, Leadership and the Soul*:

*There are a handful of books out there that have the power to change the world for the better. *Strategy, Leadership and the Soul* is one of them. So thank you, Jennifer Sertl and Koby Huberman for writing it.*

It's about time words like soul, reflection, shared power and harmony are used to describe an ideal corporate culture. And it's high time companies in our capitalistic country get the guts to step up and model responsible and moral behavior. Again, thank you Jennifer and Koby for showing us the way.

Simon T. Bailey, author of *Release Your Brilliance*, www.simontbailey.com

For me as a professional and person, this book is important. Because it is full of insights into our most perplexing contemporary dilemmas. Their book enables our interest, our desire, our attention to migrate from analysis - and may be paralysis - to prescription.

What should we be doing to cope with the growing changes, being experienced by us as individuals and as professionals and even institutions?

Fred Zimny . Read the Full review [here](#).

I love this book! It bursts with fresh ideas and redefines what a true leader is today - and more importantly tomorrow. This book is pure gold for any business wanting enduring success.

Daniel C. Barnett, CEO, The Primavera Company

Speaker, Vistage International, Inc.

*As you read this book, you realize that this is a new paradigm for business leadership - a sort of new breakthrough in "organizational mathematics". The book offers a sensitive and accurate viewpoint of all the factors which compose the newly regenerated version of the business world; a world where small and agile businesses, closer to their customers and able to provide flexible solutions to their customer needs, are going to leapfrog and bypass the established "experienced" business giants that are too slow to figure out what is happening out there. The three anchors in the book - *Strategy, Leadership and the Soul* - provide the coordinates to understand the new organizational dimensions. Beyond intellectually enjoying the original analyses in the book, I gained a new "GPS", which helps me "recalculate a new route" in any dynamically changing situation.*

Ofer Levy, Chairman of the Lotem Group

The world needs leaders who understand and thrive on diversity and constant change. Most of us fall into the trap of looking for solutions for our companies; few of us look for ways of transforming ourselves first, so we can continually transform our businesses. 'People are our Business' should be the intrinsic belief of every executive that strives for the sustainability of their business. As the authors very eloquently put it, moving away from "command and control" to "communicate and enroll" is essential today, as is engaging all employees in strategy conversations. This is a book for everybody that believes that business sustainability, in the uncertain times we live in, is possible.

Carl R. Luttig, Managing Director of the ZEAL Group Pty Ltd.,

Melbourne, Australia

Strategy, Leadership and the Soul presents an insightful view of the future that will be embraced by transleaders and create bewilderment for those who cannot make the transition to a world where customer knowledge and desires set the pace for value creation”.

Rick Plympton, CEO, Optimax Systems Inc.

Humbleness and leadership - two words seemingly from different sides of personality. Can they be at peace with one another, or better still, can they create a harmonious combination? As CEOs in today's world, we need to allow the collective and individual creative intelligence of our employees to shine like never before. We need to enable greatness in others by giving them the opportunity to express themselves while we provide the foresight for a greater future. This book shows you how to do this. Let it also drive you to self reflect on who YOU are and who YOU want to be as you prepare for your next challenge.

Gabi Seligsohn, CEO of Nova Measurement Instruments Ltd.

In today's world, the 'business book of the week' usually espouses a new quick solution to problems or better ways to restructure your business in 90 minutes or less. This is a refreshing new book that asks questions, important questions that we really need to know the answers to - answers that we know, but don't know how to get to easily. It helps us to understand our business, and how our own personal wattage affects outcomes. It makes us think differently. It makes us answer tough questions. Read it twice!

Peter Parts, Peter Parts Electronics

Strategy, Leadership, and the Soul is a timely and prescient addition to the business knowledge landscape. It is often difficult to understand the complexities and subtleties of the changing business environment while struggling to cope with our own internal operations and preconceived mental models. This book clarifies the factors causing dramatic transformation in the economy and society, and provides a guide for both the personal and the organizational adaptation needed to meet the challenges of the future.

Dale Ewing, CEO/President, InstallNet