

Book Review:

How Executives Fail: 25 Surefire Recipes for Sabotaging Your Career

By Dr. Lee Thayer

Thought leader and executive coach, Lee Thayer has done it again! In his newest book, *How Executives Fail*, he advises in his overview, “For all those who would presume to manage a human enterprise, there are two ways of succeeding. One is to get lucky. The other is to avoid failing.

But Thayer also states, “There are also two ways of failing. One is to follow one’s peers, lemming-like down the slippery slope of mediocrity. The other is to be oblivious to what part of the problem you are.”

How Executives Fail may seem like a perverse look at how to succeed in business today. But it is truly thought provoking. Thayer takes the view that the world is a perverse place to live and do business, and unless you are perverse in kind, you risk following friends and colleagues down the path of mediocrity, a surefire path to failure.

“Hardly anyone sets out to fail.” Thayer says. “But most managers and executives do fail. They fail their own hopes and aspirations, if not their roles.” This book offers great insight into how to avoid failing – by turning the current flood of advice on how to succeed upside-down. It’s knowing how to be in the “learning mode,” to fulfill your role and to go against pop psychology that says, “tolerance is a virtue.” As a follow-up to Thayer’s popular book *Leadership: Thinking, Being, Doing*, his latest book gives readers pause – in its *25 Surefire Recipes for Sabotaging Your Career*.

Distinguished University of Southern California professor of business Warren Bennis says, “Habit is a great deadener, and this book will help you break the ones that could fatally end your career and ambitions. *How Executives Fail* is the best insurance book on leadership I’ve read.”

Greg Novak of Harris Interactive writes, “If you’re a leader who is determined to create a great organization, this book will help you avoid...failing.”

James O’Toole, author of *Creating the Good Life*, writes, “Absolutely brilliant! Since you can’t learn luck, Thayer offers his readers a baker’s two-dozen ways to ‘fail on purpose’ in this original, sometimes funny and useful little gem of a book.

If your goal in life is to succeed, you should read this book. If you’re caught up in disappointment and failure, you should read this book. If you want to rattle your own cage (or even that of your boss’s) you should read this book. Published by Windsor Media Enterprises, *How Executives Fail* is available on their website at www.wmebooks.com.

