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# If You Will Lead: Enduring Wisdom for 21st-Century Leaders

*Doug Moran*

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"This book will motivate leaders at all levels to strengthen their key leadership traits of character, authenticity, integrity, and self-efficacy. You will learn tangible leadership techniques and walk alongside some of history's best-known figures, from Lincoln to Mandela. This is a truly inspirational book!"

WENDY S. SWIRE, JOHNS HOPKINS CAREY GRADUATE SCHOOL OF BUSINESS AND CO-AUTHOR,  
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# IF YOU WILL LEAD

Enduring Wisdom for 21st-Century Leaders

DOUG MORAN

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**Doug Moran : If You Will Lead: Enduring Wisdom for 21st-Century Leaders** before purchasing it in order to gage whether or not it would be worth my time, and all praised If You Will Lead: Enduring Wisdom for 21st-Century Leaders:

7 of 7 people found the following review helpful. A mediocre leadership book compared to others I've read By Crazie Betty 3.5 Stars I really enjoyed this book but it could've been much shorter. The entire leadership concept portrayed in this book is based off a poem by Rudyard Kipling titled "If". The concept is fabulous and I truly enjoyed how the author chose different leaders in history to demonstrate the different leadership principals he was speaking to. The

problem is so many things are reiterated over and over again in this book. It has definitely been fitted with some filler to make the book a bit beefier but if you can get past that and just stick it out for the extra couple of days it takes to get through it, then the concepts are well worth it. The 16 leadership principals discussed by Doug Moran are crucial and it is extremely important to be able to understand and differentiate between the different qualities and what actually goes into them. Unfortunately, I feel like the author could've made a stronger and more lasting impressions if he hadn't tried to make the book longer than it needed to be. It could've been shortened by at least a 1/3 and because of this I lost focus throughout the book and found my mind wondering off to other things. Fortunately, however, because there are so many repeats, it doesn't take much effort to realize what you missed while you were spaced out because it will go ahead and be repeated for you again a few times. I've read dozens and dozens of leadership type books and although the concept in this book was new and very smart and intriguing, the author loses a little bit of credibility in my opinion when he can't just trust the material as it is without repeating it 10x. As a reader, it is insulting when an author believes his readers are too stupid to get the idea without it being repeated over and over again. Whether he meant it that way or not I can't say. That is just how it came off to me. Disclaimer: If I had paid normal and full price for this book it would've gotten maybe 1-2 stars from me. I don't feel like there is enough material in the book that is not just repeated in 6 different ways for it to be worth that amount. (P.S. for those who think I'm talking about the likeness between the principals themselves, that is not what I am referring to. Each principle could've been discussed in at least half the time that was taken).

0 of 0 people found the following review helpful. EmpoweringBy Rebecca of "Our passion for our vision will attract those we wish to lead." ~ Doug Moran "If You Will Lead" is based on lines from Kipling's "If" poem. Doug Moran explores the ideas in this poem and explains how some of history's greatest leaders lived out the poem's truths. Doug Moran says that a real leader is an open book. He/She speaks about their beliefs and values with courage and boldness. This book explains what true leadership is and it is amazing how many of these successful leaders had to go through a lot of difficult times before they were recognized as leaders. I felt this book was interesting and written in a very engaging way. It took three days to read however, so be prepared for quite a journey. This book contains detailed biographies of each leader discussed. There are timelines of their lives and suggestions for how the reader can become a great leader too. As you read this you will realize what you can achieve or become. You might find that you have a lot of the qualities of a leader already and only need to tweak an area or two. Some of the things discussed include: sound judgment, negotiation, decision making and how bouncing back from adversity will make you stronger. This is one of the most detailed books I've ever read and I learned a lot. The only thing I thought was silly was the advice to watch soap operas. Real leaders probably don't have the time and would rather read an inspiring book.

~The Rebecca Review 1 of 1 people found the following review helpful. Historical Fiction at Its WorstBy LFDThe point of Doug Moran's book "If You Will Lead" is to present persons whose life, actions, or choices exemplify sixteen characteristics of great leaders. Moran fails this on many levels, but his greatest failure is his ahistorical portrayal of the subjects who he uses. In nearly every case study, the reader is exposed to Moran's fictional myth of the person rather than the actual historical figure, along with Moran's blatant rewriting of historical facts. To make matters worse his interpretation of Kipling's "If" is very thin at points, but Moran must have his way with literature and history in order to force his opinion onto the page. Moran writes in his introduction ("A Note to Historians") "This is not a history text. Each story accurately highlights a leader's use of a specific leadership skill..." Well, Mr. Moran, history is an academic discipline with rules. It is not an exposition of opinions without facts, or written in such a way that it misleads. The use of "some people," "some said," "many thought" are intentional efforts on the part of the author to attempt to create cover for the book's creative--and blatantly incorrect--ahistorical statements. For example, Moran strongly implies that Theodore Roosevelt chose to improve his body's physical stature in reaction to his parents' belief that his frail body was not capable of supporting his normal life. In reality, Roosevelt's father pushed his son to improve his body, and Theodore willingly went along with his father's desires. This changes the character of the situation (and the man). Moran strongly implies that the civil rights movement in the US was not focused or unified until Dr. King gave his "I Have a Dream" speech. This is untrue. Moran writes that Ronald Reagan backed SDI because he believed that it would bankrupt the Soviet Union. This is untrue (Reagan even offered to share the technology with the Soviets). That Lincoln was a poor speaker. Tubman had no support. There are many more examples, and these errors matter because this is the *raison d'être* of Moran's book. Otherwise, this is simply a book full of platitudes about how to be a good person...but unfortunately, because Moran is not an historian he does not feel an obligation to give his readers the truth. If you read this book you will unwittingly end up with the wrong understanding of the past, and those who lived it. Skip his "historical fiction" and get your own definitions of character, authenticity, integrity, self-efficacy, ambition, vision, boldness, resilience, inspiration, courage, selflessness, and stamina. Moran's is deeply, and intentionally, flawed.

If You Will Lead: Enduring Wisdom for 21st-Century Leaders provides readers with guidance for any sort of leadership journey. Whether you are a seasoned executive or just starting your first leadership role, this book will help you grow as a leader. Doug Moran starts by posing four critical questions for every reader to consider: 1. Who am I? 2. What do I want? 3. How can I get others to make their own choice to follow me? 4. How can I earn and retain the

privilege to lead? *If You Will Lead* helps each reader discover his or her own answers to these pivotal questions. Moran has taken Rudyard Kipling's classic poem "If--" and created a leadership framework out of it that comprises sixteen eternal and essential leadership attributes. He draws on noteworthy historical events to illustrate how great leaders like Martin Luther King, Abraham Lincoln, Mother Teresa, and others applied these leadership attributes to achieve extraordinary results. *If You Will Lead* uses the power of storytelling to teach its leadership lessons. It combines bigger-than-life examples with everyday stories to help leaders apply its lessons to their own leadership challenges, whatever they may be. It's a practical guide that offers numerous resources and tools to help readers hone their skills and achieve their full potential.