

July 2016

Book Review: Truth, Trust + Tenacity: How Ordinary People Become Extraordinary Leaders (Ritch K. Eich)

M. Ganesh Sai
mgsauthoer01@gmail.com

M. Ramakrishna Sayee
mrkhyd123@gmail.com

Follow this and additional works at: <https://scholar.valpo.edu/jvbl>



Part of the [Business Commons](#)

Recommended Citation

Sai, M. Ganesh and Sayee, M. Ramakrishna (2016) "Book Review: Truth, Trust + Tenacity: How Ordinary People Become Extraordinary Leaders (Ritch K. Eich)," *The Journal of Values-Based Leadership*: Vol. 9 : Iss. 2 , Article 6.

Available at: <https://scholar.valpo.edu/jvbl/vol9/iss2/6>

This Book Review is brought to you for free and open access by the College of Business at ValpoScholar. It has been accepted for inclusion in The Journal of Values-Based Leadership by an authorized administrator of ValpoScholar. For more information, please contact a ValpoScholar staff member at scholar@valpo.edu.

Book Review:

Truth, Trust +Tenacity How Ordinary People Become Extraordinary Leaders

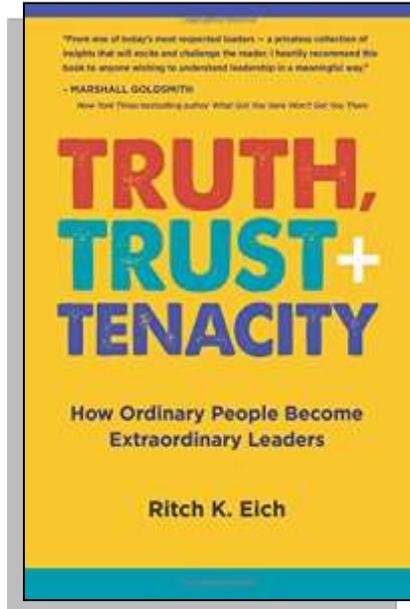
by M.Ganesh Sai and M.Ramakrishna Sayee, Reviewers



M. GANESH SAI, INDIA



**M. RAMAKRISHNA
SAYEE, INDIA**



Ritch K. Eich, Author
Prologue by: Mike McCurry
Second City Publishing (2015)
ISBN: 9781517061838

“A leader takes people where they want to go. A great leader takes people where they don’t necessarily want to go, but ought to be.” — Rosalynn Carter

An Overview

“Ritch K. Eich has done it again – written an outstanding guide to being an exceptional leader. What really excites me about this book is how it delves deep into important topics like teamwork and respect yet also covers just about everything you need to know as a leader, from setting the tone and understanding the importance of art at work.” — Marshall Goldsmith

If you want to acquire the right leadership tools and techniques to build your organization, read this book. If you want to learn the secrets of building a culture around trust, engagement, energy, and civility, read this book. If you want to grow as an authentic and extraordinary leader, read this book. Ritch K. Eich’s authored book *Truth, Trust + Tenacity*:

How Ordinary People Become Extraordinary Leaders is divided into 11 chapters letting readers peek behind the curtain to see what it takes to become an extraordinary leader in today's business climate. He shares the secrets of building a culture around trust, engagement, energy, and civility that lets employees grow, work teams prosper, organizations succeed, and tomorrow's leaders confidently emerge. He reveals five major sources of influence during his early years: he thoroughly enjoyed learning, he thrived in trying to make things better, he loved sports, the arts fascinated him, and he was stimulated by discussions on substantive, diverse topics.

Leadership Takeaways

Truth, Trust + Tenacity provides the reader with a comprehensive profile of the salient characteristics, behaviors, and actions of those who have genuinely earned the title of an authentic leader. They are highlighted and discussed by the author as follows, however, not necessarily in any order of sequential importance:

- ***Leaders don't cast blame – they accept responsibility, seek solutions, learn from mistakes, and move on.***
- ***When leaders do make a mistake – and believe me, all leaders do—they exhibit grace. They aren't afraid to apologize.***
- ***Leaders let their teams shine – they are sufficiently confident to forego the spotlight.***
- ***Leaders actively participate in the implementation and execution of strategies and policies – they know their involvement is essential to the organization's success.***
- ***Leaders take safety seriously and know that all individuals matter – too many organizations give lip service to both and end up losing people ... and profits.***
- ***Leaders understand the impact of their actions and they know that, as much as is practical, their messages need to be personalized to have more meaning and impact.***
- ***Leaders don't belittle those who disagree with them; instead, they welcome the truth.***
- ***Leaders understand that incivility impedes productivity – and profits.***
- ***Leaders know that being civil is a more powerful motivator than incivility.***
- ***Leaders encourage others to speak up – and out.***
- ***Leaders understand the impact they can have on others – they seek to inspire.***
- ***Leaders understand the power of words – and use them well.***

- *Leaders appreciate every job that is done — it doesn't matter whether it's in the C-suite or the mailroom.*
- *Leaders understand that everyone matters — and everyone deserves respect.*
- *Leaders understand that respect isn't an entitlement linked to a particular job title.*
- *Leaders look for the right individual traits when setting up teams — they don't randomly put people together.*
- *Leaders take care of their teams — they support their efforts without micromanaging.*
- *Leaders embrace a higher standard that they instill in their teams — they set the tone for teams to follow.*
- *Names really do matter: leaders make sure that the brands they are responsible for are presented accurately.*
- *Change for change's sake is a bad idea.*
- *Execution is essential.*
- *Look before you leap: do your homework and consider your choices carefully and with respect to any parties who could be offended.*
- *The right special events can have a significant — and positive — impact on your organization and its bottom line.*
- *The arts are ground zero for entrepreneurs and innovators — as the song goes, "If you can make it here, you can make it anywhere."*
- *The skills most people look for when it concerns organizational success can be found in the arts.*
- *Integrating arts in the workplace improves morale, increases productivity, and reduces turnover.*
- *There is a plethora of similarities between the best leaders and actors — in a good and positive way.*
- *Leaders know how to be decisive — they don't second-guess their decisions.*
- *Leaders inspire — they understand the impact they can have on an organization's employees and its bottom line.*
- *Leaders understand the need to remain calm under pressure.*

- *“Improvise, adapt, and overcome” has become an adopted mantra of the Marines – itself a model of leadership.*
- *Leaders have a sense of mission, and they stay with something until that mission is accomplished.*
- *Leaders embrace diversity – in fact, they celebrate it. They go out of their way to welcome ideas from people who are different from them.*
- *Leaders are passionate and pass along their values, whether to a colleague, a neighbor, or a child.*

Author’s Key Recommendations

This book emphasizes civility, good manners, and common courtesy ... all necessary ingredients in becoming a successful leader. It underscores truth, trust, and tenacity which are the hallmarks of authentic leadership. It outlines a blueprint to build trust in and throughout one’s organization. It reveals the author’s passion for leadership, and his big heart to make a difference in the lives of others.

Truth, Trust, + Tenacity is a well-researched and thoughtfully-organized book, written in easy-to-understand, accessible language. It contains inspiring quotes which introduce major themes which are more fully discussed in motivational stories, anecdotes, and experiences. It provides all existing and aspiring heads of business, government, and the nonprofit sector with valuable leadership lessons. It incorporates the author’s extensive experiences, including his years serving in the military.

Eich’s leadership ideas and insights as discussed in this book are well-supported. It is a treasure trove of “how-tos” as well as a practical guide on leadership. It is useful for leaders at all levels – irrespective of the particular industry involved. Most importantly, the book provides a prescription for encouraging ordinary leaders to become good leaders, and good leaders to become great leaders.

This book is useful for a broad spectrum of leaders, coaches, mentors, and leadership practitioners. Sharing this book with others will ostensibly galvanize the major talking points and inevitably lead to serious and meaningful dialogue in the workplace, the classroom, and in government. The reviewers strongly urge its reading.

About the Reviewers

M. Ganesh Sai is the author of 5 books, including *Success Can Be Yours, Short Stories to Share–Get Inspired, Smartness Guide–Success Tools for Students, Skills for Your Career Success: Touch Your Tipping Point, and Soar Like Eagles! Success Tools for Freshers*. His articles have been published *Personal Excellence* and *Journal of Values-Based Leadership*. His areas of interest include Success, Leadership, Motivation, Career, and Personality Development. M. Ganesh Sai can be reached at: mgsauthor01@gmail.com, <http://mgshyd.wordpress.com> and via Twitter [@mganeshsai](https://twitter.com/mganeshsai).

M.Ramakrishna Sayee is the co-author of 4 books including *Success Can Be Yours*, *Script Your Success Story–Sky is the Limit*, *Smartness Guide–Success Tools for Students*, and *Skills for Your Career Success: Touch Your Tipping Point*. He has been published in *Personal Excellence* and *Journal of Values-Based Leadership*. His areas of interest include Success, Self-improvement, Motivation, and Personality Development. M.Ramakrishna Sayee can be contacted at mrkhyd123@gmail.com and through his blog: <http://mrkhyd.wordpress.com>.