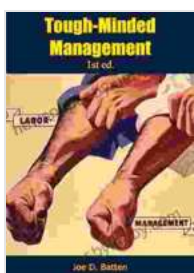


Tough-Minded Management: Rescuing Businesses from the Cult of Feel-Good Leadership

In today's business world, there is a prevailing orthodoxy of 'feel-good' leadership. This approach emphasizes building consensus, making everyone feel good, and avoiding conflict. While this approach may make for a more pleasant work environment, it is failing businesses.



Tough-Minded Management 1st ed. by Joe D. Batten

★★★★☆ 4.7 out of 5

Language : English
File size : 2550 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 316 pages
X-Ray for textbooks : Enabled



In his new book, *Tough-Minded Management*, Joe Batten argues that this approach is failing businesses and argues for a return to tough-minded management, based on discipline, accountability, and results.

Batten is a successful businessman with over 30 years of experience. He has seen firsthand the damage that feel-good leadership can do. He has seen businesses become paralyzed by consensus-building, and he has

seen leaders avoid making tough decisions because they don't want to hurt anyone's feelings.

Batten argues that tough-minded management is not about being mean or cruel. It is about being honest, direct, and demanding. It is about setting high standards and holding people accountable for achieving them.

Batten provides a number of examples of how tough-minded management can help businesses succeed. He tells the story of a CEO who turned around a failing company by firing the bottom 10% of performers. He also tells the story of a manager who increased sales by 20% by setting clear goals and holding his team accountable for achieving them.

Batten's book is a timely and important reminder that businesses need tough-minded leaders who are not afraid to make tough decisions. If you are a leader, I encourage you to read this book and learn how to apply the principles of tough-minded management in your own organization.

About the Author

Joe Batten is a successful businessman with over 30 years of experience. He is the author of several books, including Tough-Minded Management and The 10 Commandments of Business. Batten is a frequent speaker at business conferences and has been featured in major media outlets such as The Wall Street Journal, The New York Times, and Forbes.

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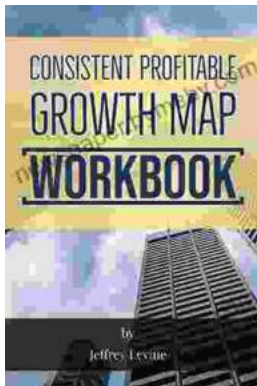
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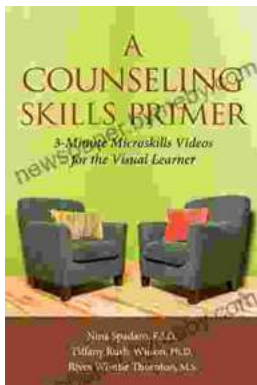
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