

BOOK REVIEW

ABOUT THE BOOK

John C Maxwell, (2019). *Leader Shift – The 11 Essential Changes Every Leader Must Embrace*. HarperCollins, UK.

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BACKGROUND INFORMATION

ABOUT THE AUTHOR

John C. Maxwell is a #1 New York Times bestselling author, coach, and speaker who has sold more than thirty million books in fifty languages. Should I need to say anything more? Well, for the benefit of those naïve and novice readers, I list below some credentials of the author:

- The #1 leader in business by the American Management Association
- The most influential leadership expert in the world by Business Insider and Inc. magazines.
- The founder of John Maxwell Company, the John Maxwell Team, EQUIP, and the John Maxwell Leadership Foundation, organizations that have trained millions of leaders from every country of the world
- The recipient of Mother Teresa Prize for Global Peace and Leadership from the Luminary Leadership Network
- Dr. Maxwell speaks each year to Fortune 500 companies, presidents of nations, and many of the world's top business leaders.

ABOUT THE BOOK

Leader Shift is an indispensable material for anyone who is ambitious to become a leader or is an already established leader, in life or in their organization.

The contents of book are incorporated below.

Chapter 1: Why Every Leader Needs to Leader shift, 1
Chapter 2: Soloist to Conductor, 19
Chapter 3: Goals to Growth, 41
Chapter 4: Perks to Price, 61
Chapter 5: Pleasing People to Challenging People, 81
Chapter 6: Maintaining to Creating, 103
Chapter 7: Ladder Climbing to Ladder Building, 127
Chapter 8: Directing to Connecting, 147
Chapter 9: Team Uniformity to Team Diversity, 169
Chapter 10: Positional Authority to Moral Authority, 193
Chapter 11: Trained Leaders to Transformational Leaders, 215
Chapter 12: Career to Calling, 235
About the Author, 257
Notes, 259

In *Leader Shift*, John C. Maxwell makes it easier for leaders to secure the proficiency to make leadership changes that will definitely augment their organizational and personal growth.

He does this by sharing the eleven shifts he made over the course of his long and successful leadership career.

EVALUATION OF THE BOOK

The 11 Leader Shifts covered in the book are:

1. Focus Shift (soloist to conductor)
2. Personal Development Shift (Goals to Growth)
3. Cost Shift (Perks to Price)
4. Relational Shift (Pleasing People to Challenging People)
5. Abundance Shift (Maintaining to Creating)
6. The Production Shift (Ladder Climbing to Ladder Building)
7. Communication Shift (Directing to Connecting)
8. Improvement Shift (Team Uniformity to Team Diversity)
9. Influence Shift (Positional Authority to Moral Authority)

10. Impact Shift (Trained Leaders to Transformational Leaders)

11. Passion Shift (Career to Calling)

The title I understood was that how leaders shift with change of time. But what it essentially is how one should undergo transformation whether he is a starting leader or an experienced leader.

The change that is taking place today is so swift that leaders are compelled to do substantial things to be successful. If the leaders aren't agile and prepared to transform, survival will be a question mark. Therefore, the key is to learn how to leader shift.

He goes on to quote an article from New York Times:

"Anyone who has watched a cheetah run down an antelope knows that these cats are impressively fast. But it turns out that speed is not the secret to their prodigious hunting skills: a novel study of how cheetahs chase prey in the wild shows that it is their agility — their skill at leaping sideways, changing directions abruptly and slowing down quickly — that give those antelopes such bad odds. ..."

As leaders, we not only need to be fast, but also possess the ability to change direction and also slow down in a quick manner wherever required based on the changing market/environmental conditions. That's the true quality needed of a leader.

He says "The future seems to be coming at us faster than ever". This is very much true. The rapid pace at which technological development and change is happening is enough proof that we should be equipped than ever before and have forward thinking skills. Especially as leaders, we need to be the first movers.

In *Leader Shift*, John C. Maxwell shares the nuances and intricacies that leaders should possess in order to quickly adapt and change. This will emphatically impact both their organizational as well as their personal growth. He quotes examples from his own life and draws reference to his career in making the relevant shifts that he is today in a renowned and successful position. He further says that each shift changed his path which was the base for his inspiring career attainment. This has

eventually resulted in nourishing his leadership calibre and making him the most sought after leadership authority that he is today.

Among those leader shifts are the Adaptive Shift from Plan A to Option A, the Production Shift from Ladder Climbing to Ladder Building, and the Influence Shift from Positional Authority to Moral Authority. Maxwell presents the required directions to readers about how to make these shifts in their own lives. Each one requires them to change the way they think, act, and ultimately lead so they can be successful in a world that never remains the same.

CONCLUDING REMARKS

“Every advance you make as a leader will require a leader shift that changes the way you think, act, and lead” is what is the essence of this book. In an ever dynamic environment, the leaders in all of their thinking, planning and acting also needs to shift quickly to adapt. This going to be possible if only leaders “Continually Learn, Unlearn, and Relearn” as Maxwell puts it and I feel it is applicable for one and all. I have started to explore how to apply what I've read to my own life as I move toward the goals that I have for myself. Irrespective of whether you are in starting stage or an established leader, this book is for you.