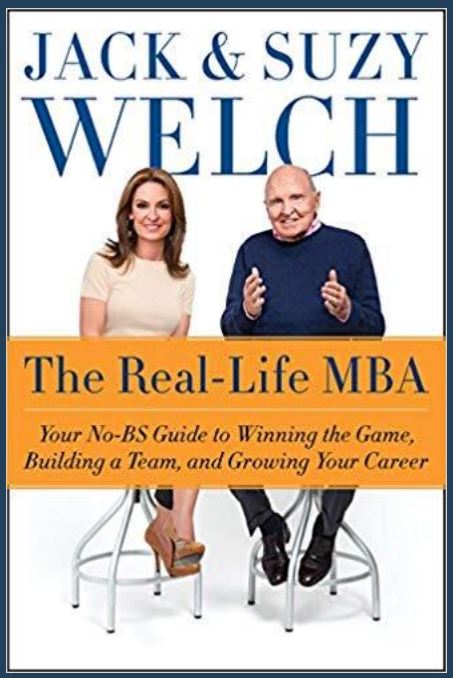


# The Real-Life MBA

**O MBA da Vida Real**
Year of publication: 2015
Author: Jack Welch, Suzy Welch
320 pages
Link for purchase: https://amzn.to/37Ms1lL

Published in 2014, the book “The Real-Life MBA,” by authors Jack Welch and Suzy Welch, seeks to display a complete handbook for team building, career growth, and "winning the game".
Divided into three parts, the work presents the current context of business in various views. It reports how to become a great leader, and help you follow a direction in your life and career for success in the organization. In addition, the book has great examples of people who have made extraordinary changes in their careers.

## Score

**8**

8 Aplicability
8 Inspiration
7 Innovation
9 Impact on results
8 Structure

## Main ideias of the book

- Is giving people a voice the same as giving them dignity?
- Confidence is a muscle strengthened by daily exercise;
- Treat everyone around you as a mentor;
- Why should you not retire but reinvent yourself?
- Is business the best team sport?
- Be generous! Reward those with above-average performance;
- Exercise leadership based on truth and trust;
- To hire someone, it must be clear what skills the organization needs;
- Which is better: to look for someone to blame or to solve the problem?

## For whom is this book suitable?

The book is ideal for you who want to follow a path similar to that of author Welch, following a path of leadership and success.
It can also be a guide if you are tired of working with what you don't like and want professional advice that can make a big positive impact on organizations.

# Overview of the book

## The game and the team

### Alignment

A well-aligned team with a common goal is likely to succeed. This requires a clear and inspiring vision, making this alignment the input for growth.
All managers and leaders know how hard it is to put mission and values into practice. For this, the authors say it is crucial to define which actions are rewarding and which are unacceptable. Thus, it is possible to make bonuses for the most committed, but also layoffs for those who do not meet expectations.
In addition, frequently keep up with employees, defend them, listen to them and do performance evaluations on a regular basis. This will allow the employee to understand the reason for his dismissal if this occurs, or to raise points of improvement.

*At the time of hiring, choose people who have integrity, personal motivation and empathy. And avoid those who are arrogant and overconfident.*

### Leadership

At the time of hiring, choose people who have integrity, personal motivation and empathy. And avoid those who are arrogant and overconfident.
After hiring is the time of retention. You must make the employee happy, but how do you do that? Simple, the authors say it can be done through a fair remuneration, promotions due to a work well-done, freedom of speech to expose ideas and by spreading the ownership mentality to employees.
If you don't have a face-to-face moment, make use of technologies to stay connected to employees.
In addition, leadership has to be based on two pillars, trust, and truth.

### Growth

In every business, there will always be those difficult times or even natural disasters, but some of these situations can be predicted. The first point is that you must accept the current situation and the accident, and think of ways to redo the strategy.
Don't look for someone to blame or something like that, it's time to solve the problem and even promote the best employees by getting them out of the comfort zone and aligning their strategies.
When resources are scarce for growth, the authors suggest that we use innovation. To innovate does not require technology and investments. If you can optimize the way you work by saving time and resources, it's an innovation!
One suggestion is that you can delegate the activities according to each one's abilities and characteristics.

### Financial

The financial area and administration per se are full of technical terms and numbers, which may create a lot of confusion. Thus, the authors have separated the points that we must frequently analyze to ensure the success of the organization; they are:

- Check monthly the sectors that require hiring and their real need;
- Make employee performance reviews, assess their commitment and whether they are aligned with company values;
- Evaluate the satisfaction of your customers, you can choose the NPS tool;
- Have a cash flow report to identify how much money goes in and out.
- Marketing planning should go through a financial sector assessment and risk analysis. Take into account the constant technological developments, and choose to be more creative and close to customers.

### Crisis times

The moment of crisis will come and you should be prepared to face this turmoil. So, deploy the practices suggested by the authors; they are:

1. Use different forms of communication to popularize company culture;
2. Don't be afraid to make drastic decisions such as layoffs of employees who do not deliver results;
3. Exceed the expectations set in you, always offer more;
4. Get followers to support you on the hard way journey;
5. Do not participate in gossip groups and professional criticism;
6. Be kind and encouraging;
7. If you get fired, face this as a new step, responsible for adding new experiences and knowledge;
8. Believe and hope this turmoil will pass, but do your part.

## You

Everyone dreams of working on what they really like and balancing pleasure with work. According to the authors, many people have left their careers in large companies to do what they like.
And you, "What exactly makes you better than most?"
In this part, we present the AOD (Area of Destiny) test, where the direction between your ability and happiness is set, that is, it identifies what you love to do and also have the skill to do it.
So that your career is not stagnant, the book presents some points that stand out and lead you to success; they are:

1. Do not be pleased to show good results;
2. Offer to do the hard work;
3. Gain followers the hard way;
4. Stay up to date on technology;
5. Understand the importance of having mentors;
6. Love all people.

According to the authors, when you choose to start in this new career, everything changes, you get an immense spirit of peace. Regardless of where you stand now, it's always time to reinvent yourself. And so, are you willing to change uniforms? It's your decision!

## What other authors say about it?

The author of "Traction", Gino Wickman, explores how successful entrepreneurs have a compelling well-defined vision of their business. In addition, they know how to communicate this message to employees. From this, a guideline is created to be followed by everyone within the organization, being always used to develop solutions and guide strategic actions.

When it comes to layoffs, Ben, author of “The Hard Thing About Hard Things", suggests that if you need to cut staff, start layoffs as soon as possible after you decide to do so, as news of layoffs can cause additional and even bigger problems.

Another advice is: get managers to deliver the news to their own people, never outsource it to human resources.

Going deeper into the question of how to motivate teams and develop leadership, the book “Start with Why” is great for those who want to inspire others and succeed at work. In this journey, the author highlights the importance of knowing your “why”, that is, your purpose and your ultimate mission.

## Okay, but how can I apply this in my life?

As you can see, each overview already proposes a practical way to apply it. Start by choosing the ones that will have the most application in your routine, or that make the most sense to your business.

In the book, it is clear how important it is for you to do what you like and have the skill, as it leads you to a happy, successful, and fulfilling life.

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