

MyCareer

Expert advice
Ann Bolch



40 CEO Success Stories

Joanne Neely, ed.,
Michael Wilkinson, 2008, \$39.95

The variety of tales is one of the strengths of this collection, edited by Joanne Neely. Small, medium and large businesses, a variety of turnovers, gender balance, businesses of differing maturities and a good spread between urban and rural based companies provide interesting reading for those wanting snippets of insight into different companies tackling common business problems.

From chocolate to farm machinery, provedoring to law, advertising to sustainable building solutions, the CEOs are frank about the real issues they've faced. For example, when Maureen Goss, practice manager for East Brunswick Medical Centre, gave staff cards on which to write, anonymously, what they would like to change about the business, she heard about a smelly toilet and the need for extra reception staff on winter mornings when it's busier. Others, such as Richard Rijs, talk openly about reaching breaking point emotionally and business-wise.

A common thread here is that they've embraced the change opportunities that come with the challenges. And they've thrived. Many say investment in their staff is tantamount to successful business, with Jimmy Possum throwing big staff parties and Peregrine offering a managing director's award for most outstanding employee — a business-class trip for two anywhere in the world.

An important story is about the CEO Institute itself. Ken Gunn decided it needn't be lonely at the top and more than 800 CEO-members are now meeting regularly for support.

This book is an easy read and firmly seated in the Australian experience. You may want more detail from

each of the stories. But *40 CEO Success Stories* is a good length at 244 pages and if you're interested, each company's phone number is provided.

40 CEO SUCCESS STORIES

Top CEOs share
their strategies
and secrets
for success

Joanne Neely,
Editor

CEO

