



The Power of Total Commitment: A Leader's Legacy

By Frank Wagner

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The Power of Total Commitment uses a story format to teach what was discovered when Marshall Goldsmith and Frank Wagner were tasked by the IBM Corporation to research and design a program around the Excellent Manager. IBM had been referenced quite extensively as an excellent company in the groundbreaking book *In Search of Excellence*. That book focused on why some companies maintained excellence for so long. IBM wanted to know how the cultural attributes uncovered in that work applied to the individual manager. Excellent managers from IBM, as well as a number of other highly successful companies were studied. What they had in common was the ability to demonstrate a high level of commitment and get others to do the same. The Power of Total Commitment unravels the mystery that often surrounds peoples' understanding of commitment. And, it provides a useful set of actions any leader can take to be a leader of commitment in his, or her, organization.

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Editorial Review

Review

It's the first management book I could not stop reading straight through to the end. The Power of Total Commitment is relevant for leaders and followers of all organizations, whether profit-making or non-profit. - *George Weber, Secretary General and CEO The Canadian Red Cross*

The Power of Total Commitment is a clear road map for enhancing an individual's productivity. This book provides a valuable learning experience in a unique way. It's worth reading and then implementiing. -- *F.G. "Buck" Rodgers, Author of The IBM Way*

About the Author

Frank Wagner started his consulting and teaching career immediately after completing his Ph.D. in 1976. He received the Teacher of the year award from the College of Business at Loyola Marymount University before embarking on a full time consulting career in 1982.

His clients have included companies like Apple Computer, Citibank, Coca-Cola, IBM, Lawrence Livermore National Laboratory, NationsBank, Reebok, Sandia National Laboratory, Tektronix, and UCLA.

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