



# The Answer Is Leadership What Is the Question: How the Best Ceos Build High-Performing Companies

By John Lankford

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## **The Answer Is Leadership What Is the Question: How the Best Ceos Build High-Performing Companies** By John Lankford

Just a small percentage of business leaders are exceptional and consistently outperform their competition. It comes down to one word: leadership. Leadership is the answer to every business problem you're facing. The quality of your leadership will be directly reflected in your company's culture, employees, customers, profitability, and ultimately, future. John Lankford wants to challenge the way business owners and executives think about running companies, getting them to understand what it's costing them by not having a strategic plan to develop their current and future leaders. Having the right people in the right positions and making leadership development a priority, on all levels, will create the right kind of company culture that attracts top talent, brings in new business, and retains current customers. In his book *The Answer Is Leadership . . . What Is the Question?*, Lankford presents his blueprint you can follow. He'll show you what the best of the best are doing, and tell you how you can apply those same principles, processes, and systems to your own company, strategies that work regardless of company size. Results based, tested, and proven, this is a collection of best business practices that Lankford has learned through his 30-plus years of working with executives from Fortune 100 companies to small entrepreneurs.

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### Editorial Review

#### Review

"John Lankford's *The Answer Is Leadership* goes beyond describing why leadership fails for so many organizations, and provides helpful assessments, steps, and recommendations for improvement. He probes the secret sauce of excellent leadership. Executives will appreciate the pragmatic tools offered to enhance organizational culture, improve leadership, and generate profitability." -Joseph M. Tasse, FACHE, executive-in-residence, Sloan Program in Health Administration, Cornell University (past president of several acute care hospitals) "Leaders create the culture and the culture creates the results in any organization. John Lankford's new book is a step-by-step guide on how to create a winning culture from someone who walks his talk." -Orrin Woodward, Inc. Magazine Top 20 Leader, New York Times best-selling author "There is no question that quality and trust are the key elements to an effective leadership team. John really 'nails it' on the measurement, accountability, and culture model of an exceptional company. As a result of implementing these principles, performing an assessment, and creating alignment, we have grown our company 23 percent this past year. John has been an invaluable asset to our leadership development program." -Jeffrey L. Brittan, CEO, StructureTec Group "John Lankford's career has focused on improving the quality of executive leadership and enhancing corporate culture. He now has put together the tools that made him so successful in his book *The Answer Is Leadership*. His 'winning formula' emphasizes an environment that values appreciation, vulnerability, and accountability. It is a clear guide for any executive who has a passion for improvement." -Dick Beadle, founder, Vistage Michigan "I've watched John coach C-level leaders for several years and have seen the excellent results of his efforts. This book distills his years of accumulated knowledge and will be a great tool for leaders at all levels." -Michael Weeks, PhD, Baptist University, director of strategy and leadership "Leadership guru, John Lankford takes readers on a deep dive into the ingredients that make a great leader, and the pitfalls to avoid along the way. With over 30 years of experience, John offers sage advice on the secrets of successful strategic planning and team building. His unique insights into the essential components for cultural change, coupled with a robust accountability system, will revolutionize your company. *The Answer Is Leadership* is a must- have tool for leaders of today, and a valuable tutorial for leaders of tomorrow." -Dick Rolfe, CEO, The Dove Foundation "The Answer Is Leadership promises a blueprint for leadership and delivers marvelously. John Lankford gives you the guidance every CEO needs about culture, planning and executing strategy, and developing top talent in practical, effective ways. It is well-researched and backed up by John's extensive experience helping business owners and leadership teams improve results. I especially appreciate the examples that John provides so that you can benchmark your own organization against the best of the best. While novels are often called 'epic' when they are sweeping in scope, I would apply the same description to *The Answer Is Leadership*. It provides the depth and breadth that you will want to keep among your top leadership resources." -Andrew Neitlich, founder and director, Center for Executive Coaching "Identifying and growing the talent of leaders in your organization is critical to creating a successful company that stands out from the crowd. The tools and systems explained by John in his book are the perfect guide to help companies be more profitable and successful." -Mike Semanco, president and COO, Hitachi Business Finance

#### About the Author

John Lankford was recognized as the 2007-2010 Associate Business Advisor of the Year in North America and brings proven executive experience and best practices to select companies every year. He served 18 years at the Executive Education Center at Ford Motor Company and is former Senior Director of Ascension Health Learning Institute. John has developed top leaders around the world in partnership with the University of Michigan Business School, the Center for Creative Leadership, Comcast University and GE

University, to name a few. His business expertise has been tapped by prominent business media such as the New York Times, CBS and Dbusiness magazine and has been a syndicated business columnist. He is the author of The Answer is Leadership and Superstar for life...Career Transitions. John's keynote speaking has landed him on the elite team that trains and certifies the new Executive Coaches joining the worldwide coaching community. John is also former Chief Executive Officer of the Innisbrook Leadership Institute.

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