



weLEAD Book Review

leadingtoday.org

©2007 weLEAD Incorporated

Simple Solutions

Harness the Power of Passion and Simplicity to Get Results

John Wiley & Sons, Inc. - 2007 (220 pages in hardback)

Authors Thomas Schmitt and Arnold Perl

ISBN 0-470-04818-2

Simple Solutions is a book that will help you to solve a riddle. What do you get when you *cross* a successful C.E.O. with a highly influential attorney? You may be expecting a *humorous* punch line but the real answer is you get an insightful book that brings you back to the basic principles of real leadership.

Thomas Schmitt is a senior executive at FedEx including C.E.O. of FedEx Global Supply Chain Services. Arnold Perl has been a practicing attorney for over 30 years and is a partner of the employment firm of Ford & Harrison LLP. Arnold's accomplishments would read like a "Who's Who" listing due to his personal and community achievements. As Chairman of the New Memphis Arena Public Building Authority he helps to oversee the construction of the FedExForum, home to the Memphis Grizzlies, a franchise team in the NBA. Independently, in their leadership roles they had developed concepts of simplicity, tools and passion to motivate their teams to accomplish important tasks. Time and chance would bring them together in forums and civic meetings in Memphis. This relationship led to the writing of this book

Simple Solutions is based on a powerful yet simple concept. You can apply simple solutions to complex challenges. As it states in the introduction, "We believe that simplicity is the fundamental foundation for management. It is such an important concept in leadership that we devote the first chapter to that subject alone. Amid all the complexity of modern business, it is sometimes tough not to get bogged down in details and complexity." Furthermore, this book emphasizes that leadership can be learned, is a powerful way to build relationships, and that it gets results.

Each chapter of Simple Solutions discusses a key attribute of the author's effective leadership philosophy. Using the analogy of a balanced scale defined as "simplicity", five practical tools of left-brain approaches to leadership are *matched* with creative right brain approaches. For example, the left-brain tool of *time management* is balanced with the need for *focus*, a passion that is considered a right-brain approach. Each chapter is informative, easy to read and flavored with the author's personal experiences and examples.

Simple Solutions is a unique book that ties together many acknowledged qualities and principles of leadership together to create a picture for success. The interrelationship of the tools and passions discussed in this book is fascinating and will give you a more connected perspective of what it takes to lead others to accomplish great things. So... what do you get when you *cross* a successful C.E.O. with a highly influential attorney? You get a book worth reading, and one that attempts to make leadership a little simpler to understand and practice.

weLEAD Rating – highly recommended

[Buy This Book at a Discount Price Here](#)

To read all weLEAD Book Reviews [click here!](#)

This material is copyright protected. No part of this document may be reproduced, in any form or by any means without permission from weLEAD Incorporated. Copyright waiver may be acquired at the [weLEAD website](#).