



weLEAD Book Review

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Ignited

Managers! Light Up Your Company and Career

FT Press - 2007 (293 pages hardback)

Author Vince Thompson

ISBN 0-13-149248-9

Author Vince Thompson presently serves as a consultant helping Internet companies build sales and online marketing solutions. He has spent 15 years as a middle manager and it is his own experiences that were one of the inspirations of Ignited. This book is dedicated to those hearty souls known in the modern world as *middle managers*. Thompson refers to "The Middle – perhaps the most crucial location in the world of business." He calls the world that middle managers survive in as "quake country", where the environment is always shifting, eroding and being constantly squeezed.

The research for this book included an online survey of over 100 in-depth interviews with middle managers from a variety of organizations including Gateway, ABC, Rawlings, Intel, Bank of America and others. The surveys revealed an underlying disconnect between many middle managers and the corporate goals and vision of the organizations they work for.

Ignited is written to motivate and inspire *middle* managers to realize that they can make a significant contribution to their organizations, careers and personal lives. Ignited is intended to offer a better solution to managers who struggle to perform well in the complexity of our modern business world. Thompson defines Ignition as "the coming rebirth of purpose and power that managers in The Middle can experience if they choose to make it happen."

This inspirational book is divided into three parts. Within these divisions are 14 chapters. Part 1 is entitled "Get More Power" and it offers some sound pointers for improving the personal perspective and basic thinking of managers. This of course leads to an improvement in behavior and decision-making. Experienced managers will find many of these tools to be common experience, but younger managers will glean much from this part of the book. Part 2 is "Get More Purpose" and is the heart and core of Ignited. This section includes seven keys that emphasize the unique value that managers offer in the middle. Thompson refers to these keys as "Ignition Points" that make changes happen when clearly understood.

Part 3 is entitled "Get More Success" and it is dedicated to help the reader develop a *balance* between the daily pressures of a management career and making your personal life happy and successful. In this part of the book the author offers a five-step program to restore balance to a stressed out manager. This chapter alone is worth the price of admission!

Ignited is a book that anyone who has ever been in a management position can appreciate and relate to. It is easy to read and offers practical information based on research, common sense and experience. If you are in a middle management position, or have a friend who is, you will find this book a way to ignite your career to another level.

weLEAD Rating – highly recommended

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