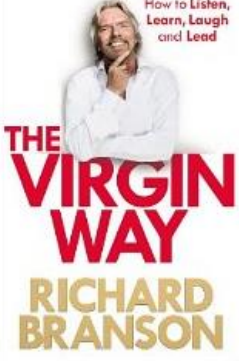



## The Virgin Way by Richard Branson

	<p><b>Having serious fun is the Virgin Way - and he doesn't apologise for that.</b> Probably the most famous businessman in the world. Best known as the founder of Virgin Group, which comprises more than 400 companies. Branson is a charismatic entrepreneur and investor. Famous for setting and achieving non-business challenges, he continues the push the boundaries of possibility and imagination with his latest Virgin Galactic venture. A truly inspirational figure and stirring role model</p>	
<p><b>Quote...</b> <i>"Being passionately engaged and enjoying every minute of what you do is an attitudinal thing – a spark – that cannot be mandated, trained, put in a job description ...and as such has to come from within."</i></p>	<p><b>Sentiment Analysis...</b> <i>"inspiring" ... "great advice" ... "extremely informative" ... "read it" ... "great lessons" ... "excellent" ... "he practices whathe preaches" ... "entertaining and informative" ... "unconventional" ... "swashbuckling" "Easy to read"</i></p>	

<p><b>What is it?...</b> A medium length book (400+) pages, structured into 4 parts each one covering one of the Leadership keys - Listen, Learn, Laugh and Lead. Spread over 19 chapters. The narrative is written in a very conversational style, packed with anecdotes sharing with readers some of the things he's done that worked as a leader, as well as some of his mistakes. The ideas and philosophy are presented through great stories that illustrate just why simple things are sometimes hard to do. The themes are presented to yield insight into the mindset and actions of an author who is radically different from his peers and yet has proven himself to be highly effective.</p>	<p><b>Why is it worth reading?...</b> To consider that the demarcation lines that any form of elitism creates can only serve to harden the walls of departmental silos that need to be softened not reinforced. To learn the of orchestrated procrastination whereby the first thing to be addressed as part of the decision-making function is timing. To understand the meaning of taking responsibility when crisis arise. To gain insights into how to build a business and the right attitude in doing so, using the support of others. To understand that inspirational leadership is almost impossible if you don't have your head, heart and soul in the business.</p>
<p><b>How can you use it?...</b> Learn the 4 keys to doing business the Virgin Way...</p> <ol style="list-style-type: none"> <li>1. Listen – it makes you sound smarter – keeping it short goes a long way</li> <li>2. Learn – it's not the size of the dog in the fight that matters - it's the size of the fight in the dog</li> <li>3. Laugh – it's all about culture - keeping employees happy and engaged, means they will keep customers happy who reward us with their loyalty</li> <li>4. Lead - Be visible, take risks, get creative, make yourself heard and take the fight to them before they bring it to you</li> </ol>	<p><b>What if....</b>passion is innate? What if...passion knows passion? What if...luck is what happens when preparation meets opportunity? What if...the unspoken word is just as important as what is said? What if...you are guaranteed to miss every shot you don't take? What if...happiness fuels success, not the other way round? What if...your tacit business skills could be matched by an ability to motivate people who work with you? What if... you never learn anything by listening to yourself speak? What if...simplicity wins every time? What if... unconventional methods could yield success? What if...every day in business was your first?</p>

**Thimblers comment...** Since I saw a photo of Richard Branson lying in a hammock with a phone to his ear running his business from a Caribbean island...I have been a fan. I thought "I want some of that" and I've been reading his books ever since. Always inspiring, challenging and humorous BC

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