



At a Glance

TITLE

Unprecedented

AUTHOR

Steve Mayer & Andrew Willis

GENRE

Nonfiction

STYLE

First-Person Stories

PUBLISHED

Signal 2022

PAGES

528

BOOK DESCRIPTION

Unprecedented is a collection of exclusive, first-person stories on leadership during the COVID-19 pandemic from twenty-nine chief executives at Canada's most iconic and largest companies. These are unforgettable accounts from senior leaders at companies on the front lines during the pandemic.

Summary

29 CEOs of iconic Canadian companies were interviewed for this book. They were asked to share their experiences, challenges, business practices, and change management processes as they led their organizations through the pandemic crisis.

Although each story is unique, common themes emerge. Whether the CEO was responsible for nursing homes, grocery stores, airlines, hotels, pharmacies, shopping malls or other industries including non-profits, common messages developed as the stories were told. Communicate, communicate, communicate. Be present. Be calm and confident (even if you don't know what will happen tomorrow).

These leaders showed courage and commitment when the entire world was facing an unprecedented crisis. They were true to their personal and corporate values. They were driven by their guiding principles and sense of responsibility.

Evaluation

I love this book because it is about Canadian leaders in Canadian companies. It is current, published in April 2022. The lessons solidified many of my personal views on leadership and will be invaluable as a resource for anyone in any leadership role.

Recommendation

I would give the book ★★★★★ / 5

REVIEWER

Audie McCarthy is President and CEO for Mohawk College Enterprise (MCE), a business to business organization established by Mohawk College to provide training and consulting services to organizations across Ontario.