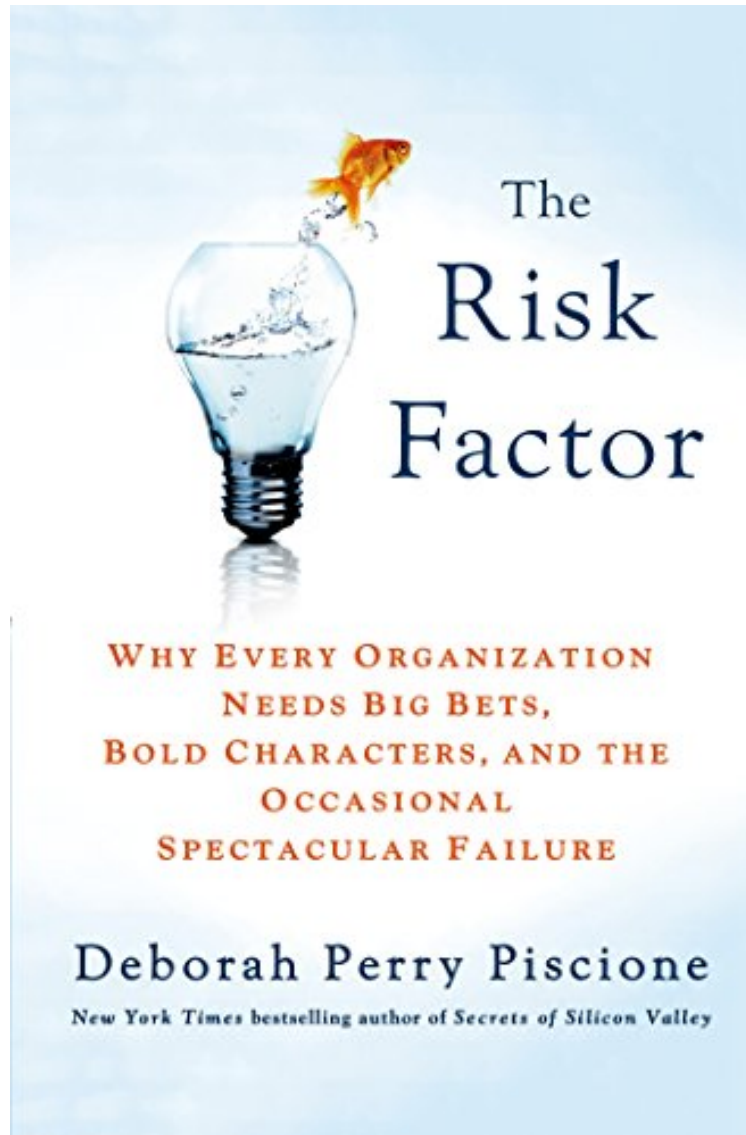


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The Risk Factor: Why Every Organization Needs Big Bets, Bold Characters, and the Occasional Spectacular Failure

Deborah Perry Piscione

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Deborah Perry Piscione : The Risk Factor: Why Every Organization Needs Big Bets, Bold Characters, and the Occasional Spectacular Failure before purchasing it in order to gage whether or not it would be worth my time, and all praised The Risk Factor: Why Every Organization Needs Big Bets, Bold Characters, and the Occasional Spectacular Failure:

4 of 4 people found the following review helpful. Deborah has written a smart insider view as to why Silicon Valley continues to ...By bohemian chic Deborah has written a smart insider view as to why Silicon Valley continues to thrive- lessons organizations and individuals all over should take to heart. I took some great pointers from this read on how the mindset differs in Silicon Valley and allows for the opportunity of great success in business. She has demonstrated with specifics the steps and thinking of the innovators and more importantly has provided the opportunity for us to explore changing our own thinking and strategies for future success. Risk has become such a dirty word lately and in this book the author gives us concrete examples from wildly successful companies and individuals as to why we need to change our thinking if we are to have any real tangible success in both our professional/personal lives. Highly recommended and inspiring read.

2 of 2 people found the following review helpful. I love her ideas around getting HR back to what it ...By Customer What I found particularly interesting about this book is the chapter on HR, which Perry Piscione describes as 'The Death of HR, The Birth of Talent' and the improvisational innovation chapter. I am in charge of research and development at my company and often we face one hindrance after another from HR. It is a huge problem for a lot of companies and this book is first that I've seen that actually tackles how to deal with HR in a new era of innovation. I love her ideas around getting HR back to what it is supposed to be - to help identify the best talent and help them grow. Why anyone hasn't thought about many of the ideas around HR before is baffling. On the innovation chapter, this is brilliant work. Even our company believes that the next big thing has to come from leadership's vision, and Perry Piscione contradicts this idea, and shows that innovation can come from anyone, at anytime, from any corner of the company. While I appreciate her case study on Qualcomm, it would have been more helpful had she identified the actual steps in the process. This I would like to know more about, and hope that Perry Piscione can go deeper into this in future projects. Thanks for one of the most helpful books I've come across when truly trying to create an innovative culture.

3 of 3 people found the following review helpful. My favorite paragraph in the book is "This book is for ...By Therese Lieberman My favorite paragraph in the book is "This book is for those who yearn to drop new seeds and for those who crave exploration of their organization's open spaces. It is for those who wish to 'zig' when conventional wisdom says to 'zag'. It is for those who want to stand up for what is right, even if the personal and professional cost is seemingly devastation. It is for those who are looking for their inner Teddy (Roosevelt), who wish to blaze a new path, redefine the rules, and even change the world for the greater good. This book is for those seeking their relevance.- I thought this book was insightful from the start to finish.

Our most revered business icons of the last few decades are the bold risktakers, such as Richard Branson, Elon Musk, and Steve Jobs. Yet in today's stock market-driven economy, companies are playing it safe, with too many leaders focused on short-term gains, rather than value creation. The result is a static business culture that generates forgettable results - even as the world demands big solutions. So how do we get back in the risk-taking game? In *The Risk Factor*, Deborah Perry Piscione takes the most comprehensive look at this crucial, undervalued leadership behavior, and outlines how companies must support risk-taking across the enterprise. Exploring the heroes of risk, including entrepreneurs, venture capitalists, and technologists, and the role risk-taking and failure tolerance play in their success, she makes a compelling case not only for big, flashy mergers or acquisitions, but also for unorthodox choices in everything from leadership to corporate social responsibility. Drawing on case studies from a wide range of now-famous giants (Netflix, Salesforce) and successful start-ups (Tesla, NetApp), she distills lessons for both new entrepreneurs and established companies whose longtime risk aversion has cost them more than they realize.

'The Risk Factor smartly juxtaposes our culture of caution against the American spirit of innovation. In so doing, Perry Piscione offers a new look at the power of risk and the legacy of great ideas. This deeply informed, penetrating study is not only a great read, it is a practical toolbox for anyone in business.' Mellody Hobson, President of Ariel Investments and Chairman, DreamWorks Animation

'The greatest leaders accept that high payoffs require bold experimentation. If you want to be one of them, prepare to jump. Deborah Perry Piscione's *The Risk Factor* reminds us that calculated, intelligent risk is not only the key to building the next great company, but to solving the world's biggest and most persistent problems.' Vivek Wadhwa, Fellow, Arthur Toni Rembe Rock Center for Corporate Governance, Stanford University

'The Risk Factor is a book about the bold and the daring. It is about the risk-takers who put themselves out there, and their reputations on the line, becoming the people we admire because their boldness has touched us, perhaps even changed our lives. Deborah Perry Piscione reminds us that it is risk-taking that enables us to get to a better place in our organizations, as people, and in the world as a whole.'

Congresswoman Ileana Ros-Lehtinen, Chairman Emeritus, House Foreign Affairs Committee

'Business rhetoric these days has degenerated into a soup of platitudes about entrepreneurship as if the mere incantation of applause lines will convert them to reality. Talking about being an innovator doesn't make you one: Innovators are prickly, impatient and don't have time to attend meetings where the endgame is self-congratulation and turf-protection. As Deborah Perry Piscione's *The Risk Factor* makes clear, risk-takers are comfortable with extreme discomfort and an impending sense of ruin. Risk means you can actually lose big, but it also means you can create something from nothing. *The Risk*

Factor chronicles the journeys of those whose lives are a series of 3:00-a.m. panics, but who, as a result, invented the modern world as we know it. Eric Dezenhall, CEO, Dezenhall Resources, Ltd., author of *Glass Jaw: A Manifesto for Defending Fragile Reputations in an Age of Instant Scandal*; The reason our lives continue to improve is because of good ideas. But good ideas go nowhere without someone willing to risk failure. Deborah Perry Piscione's *The Risk Factor* reminds us that calculated, intelligent risk is not only the key to building the next great company, but we must be willing to take those risks to solve the world's biggest and most persistent problems. Nathan Myhrvold, CEO, Intellectual Ventures. About the Author Deborah Perry Piscione, is a principal and cofounder at Vorto Consulting, a Silicon Valley-based boutique consulting firm dedicated to enabling companies to innovate and grow. She is also the author of the New York Times bestselling book *Secrets of Silicon Valley*, and an Internet entrepreneur, board advisor and nationally-recognized speaker. A former congressional and White House staffer, she spent over a decade as a media commentator on CNN, CNBC, MSNBC, ABC, NBC, Fox News, PBS, and NPR programs, and her work has been covered in *The New York Times*, *The Wall Street Journal*, *The Economist*, and *Forbes*.