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Amy Bentley
amybentley1@yahoo.com

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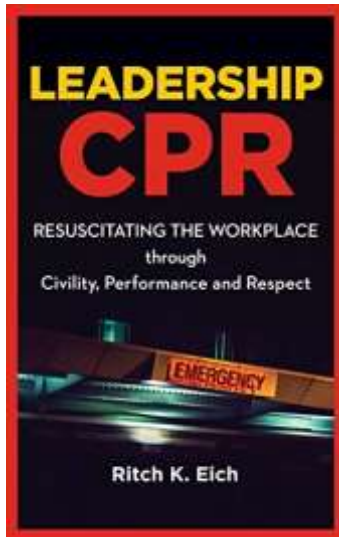
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Book Review:



LEADERSHIP CPR: Resuscitating the Workplace Through Civility, Performance, and Respect

Amy Bentley — Reviewer

Author: Ritch K. Eich

Publisher: Redwood Publishing, LLC; 1st edition (May 7, 2018)

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Ritch K. Eich, a well-respected leadership expert, has just published his fourth book on the subject titled, *LEADERSHIP CPR: Resuscitating the Workplace Through Civility, Performance, and Respect*. It's certainly no coincidence that Eich chose to use the words "leadership" in the title along with the words "civility" and "respect," because in today's divisive world, there's rarely an occasion to use those three words in the same thought or sentence.

Political discourse and in many cases, the workforce, have become places where civility and respect are sorely lacking. In his new book, Eich seeks to infuse both with some much-needed advice on how to bring them back.

Eich is not shy about expressing his disdain for President Donald Trump, whose leadership style he describes as "erratic" and "values-free." Eich writes, "In many ways, his presidency has been the antithesis of the values-centered leadership standards expressed in this book... his style of leadership, so clearly devoid of ethics and truthfulness, has done great damage to our national character at home and abroad and has created an 'us/them' mentality that will be hard to overcome anytime soon."

But Eich's new book is not another political commentary about Trump, and it doesn't go on and on complaining about the president. *Leadership CPR* is a guide to restoring traditional values – honesty, empathy, ethics and loyalty – all behaviors Eich covets to leadership and the *practice* of leading.

Eich cites numerous interesting examples of positive and caring leaders in business, sports, the military and government, such as disciplined golf pro Arnold Palmer; Starbucks Executive Chairman Howard Schultz, who pledged to hire veterans and has funded several environmental and social justice programs; Aflac CEO and Chairman, Dan Amos, who has earned a reputation for his ethics, corporate citizenship, civility and charitable work in the healthcare field; and former United States Senator Richard Lugar, president of the non-profit Lugar Center in Washington D.C., a think tank. Eich commends Lugar for being a leader of bi-partisan initiatives who promoted civility and cooperation in government to make the government work better for everyone. In a nod to history and his own personal interest in the military, Eich spends part of a chapter discussing the philosophy and successes of

controversial Navy reformer Admiral Elmo R. Zumwalt Jr., who Eich calls “a true believer in the importance of service and is an excellent example to emulate.” Zumwalt worked hard during his years as a military leader to reduce racism and sexism in the Navy and spent his retirement years working as a humanitarian. The personal stories of these people, and others, are an interesting read and an effective way to show good leadership by example

Eich also discusses his remedies for rudeness and offers tips for good behavior, such as celebrating diversity, respecting women and honoring the First Amendment’s guarantee of free speech. These ideals might seem obvious to many, but as Eich noted, many leaders today don’t practice these basic common-sense principles of good behavior and leadership. He discusses several successful and innovative women leaders he’s worked with and known over the years and makes a solid, research-based case for the benefits of having more women as leaders and board members in the workforce.

Like he did in his other three books – *Real Leaders Don’t Boss*, *Leadership Requires Extra Innings*, and *Truth, Trust + Tenacity*, Eich uses a lot of lists and bullet points in *Leadership CPR*, a writing style that’s easy to follow and review quickly and easily. *Leadership CPR* is no different. From his section about the “Five W’s of a Winning Team,” to the lists of lessons learned from successful leaders, to the listing of key concepts at the end of each chapter, Eich’s newest tome is a refreshing take with lots of takeaways on what is needed to be a leader today among all the public nastiness, political bickering and bad behavior in the boardroom.

Eich concludes with a top ten list on ways to stay ahead of the curve, as he puts it, hoping that his readers will advance their careers with grace, dignity, respect and a higher moral code than many of their predecessors and peers. We can’t help but hope that happens.



About the Reviewer

Amy Bentley is a professional journalist, writer and marketing/publicity consultant with 30 years of experience. Her work has appeared in various print and online publications. Visit her online portfolio at <https://amybentley.contently.com/>.

Ms. Bentley can be contacted at amybentley1@yahoo.com.