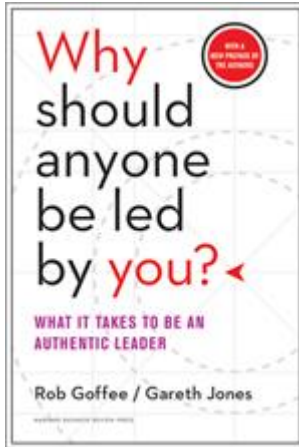


## PM WORLD BOOK REVIEW



Book Title: ***Why Should Anyone be Led by You? What it Takes to be an Authentic Leader***

Author: **Bob Goffee & Gareth Jones**

Publisher: Harvard Business Review Press

List Price: \$18.00

Format: Soft cover, 244 pages

Publication Date: 2019      ISBN: 978-1-63369-768-3

Reviewer: **Charlie Green, PMP**

Review Date: December 2019

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### Introduction

In the book “Why Should Anyone Be Led by You” the authors asked this question of many corporate and institutional managers and leaders. Their goal was to determine what it takes to inspire others to want to follow them. Along with what traits and characteristics are needed to be a leader and not just a boss. In their research, they arrived at and share a number of characteristics that can be developed and applied by anyone.

One of the things that came out of the research was these characteristics are not just useful for inspiring subordinates, but also inspiring peers.

### Overview of Book’s Structure

The book consists of nine chapters with each discussing one of the competencies that the authors found in their research. When these competencies are incorporated, they will help bring about creating an authentic leader as the book’s subtitle points out.

- Be Yourself-More-With Skill
- Know and Show Yourself-Enough
- Take Personal Risks
- Read – and Rewrite - the Context
- Remain Authentic – but Conform Enough
- Manage Social Distance
- Communicate - with Care
- Authentic Followership

- The Price and Prize of Leadership

Then at the back of the book the authors also provide a couple questions to help the reader evaluate their own leadership potential and then consider where they are now and where they would like to go.

## Highlights

The question asked in the title of the book “Why Should Anyone be Led by You” is a question that needs to be asked by everyone that is in a position of leadership or aspiring to be a leader. Over several years the authors have interviewed many leaders in all sorts of industries and organizations to determine what it takes to be an authentic leader that people would want to follow. Through their research they have found some common characteristics and traits.

The authors provide many examples as well as thought provoking questions explaining the characteristic the chapter is discussing. They also provide some tools to assist the reader in evaluating their own leadership style.

## Highlights: What I liked!

One of the things that I liked about what the authors conveyed was that leadership is all about relationships and a real leader needs to be authentic. As they pointed out, people want to be led by a real person, not by someone that just holds the role. Followers want to be led by someone that understands them, can relate to them and communicate effectively with them.

## Who might benefit from the Book?

Anyone in a leadership capacity or aspiring to be a leader can benefit from reading this book. It isn't just for an organizational leader but anyone that wants to inspire and motivate others such as project managers or team leaders. There are case studies, attributes, and tips that can be used by anyone.

## Conclusion

The authors throughout this book advocates that true and effective leaders are authentic. They discuss techniques and attributes that encourage the reader to develop and when used will convey authenticity and should capture and motivate followers.

I'm sure that most of us at one time or another have worked for good or great leaders that inspire us as well as perhaps some that were not as inspiring. We have the opportunity to make a difference in our leadership style. I found the book to be interesting and thought provoking. I enjoyed reading it.

For more about this book, go to: <https://store.hbr.org/product/why-should-anyone-be-led-by-you-with-a-new-preface-by-the-authors-what-it-takes-to-be-an-authentic-leader/15044?sku=15044P-PBK-ENG>

*Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact [editor@pmworldjournal.net](mailto:editor@pmworldjournal.net).*

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## About the Reviewer



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**Charlie Green** has worked as a project manager since 1985. He holds a Bachelor's Degree in Business Administration from the University of Texas at Dallas. He holds a Project Management Professional certification. He has managed software implementation projects in the Financial Services industry, as well as managed new product, business process improvement, business intelligence and system development projects in the financial, telecommunications, information technology industries and military. Charlie is retired from the U.S. Air Force Reserve following a 26 year Air Force career. Charlie is a member of the Dallas, Texas PMI Chapter.

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