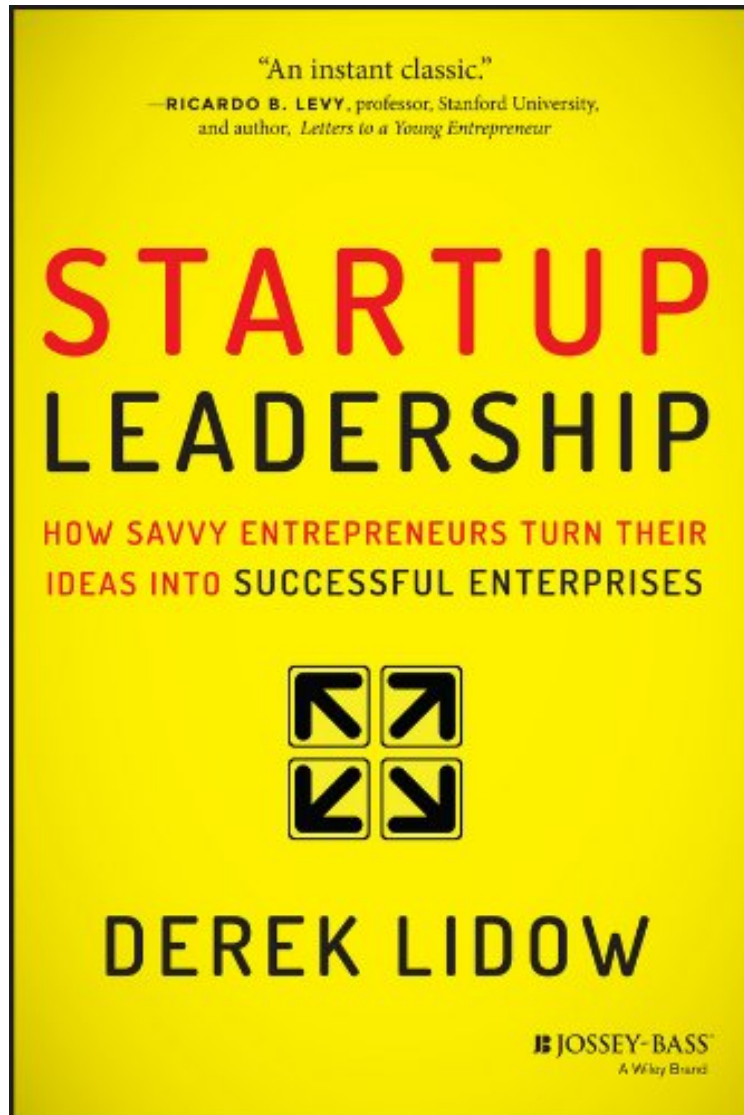


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Startup Leadership: How Savvy Entrepreneurs Turn Their Ideas Into Successful Enterprises

Derek Lidow

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Derek Lidow : Startup Leadership: How Savvy Entrepreneurs Turn Their Ideas Into Successful Enterprises before purchasing it in order to gage whether or not it would be worth my time, and all praised Startup Leadership: How Savvy Entrepreneurs Turn Their Ideas Into Successful Enterprises:

9 of 9 people found the following review helpful. A huge help for the startup when it starts upBy William Keyser, Venture Founders LLC
Derek Lidow's book is excellent for its clarity about the entrepreneurial journey. The title, Startup Leadership, is a bit misleading, because the contents are more about post-startup. Indeed, he uses the term

Entrepreneurial Leadership more generally, often initialized as EL. What is really significant about the book is the clarity of Derek's four stages of enterprise maturity. He makes very clear that from startup, that the enterprise leader needs very different competences at each stage.

1. Stage One: Customer Validation starts once the idea becomes reality and ends as soon as customers commit.
2. Stage Two: Operational Validation starts as customers use the product and ends when processes ensure customer satisfaction.
3. Stage Three: Financial Validation starts when the value proposition delivers on its promise through a viable business model and ends when the company scales and is consistent.
4. Stage Four: Self-Sustainability starts when the leader develops not only new customers, but new products and ends (or never ends) with a process of continuous development of both.

For an entrepreneur to be able to identify the priorities associated with each stage, she must demonstrate an appropriately developing set of skills. Not only that an understanding of the stages will help to ensure that the right things are done at the right time. While I might not agree with all the traits necessary to an EL that Derek lists, he is very clear about the need for a personal leadership strategy. I value that part of the book particularly, because my journey was one of a struggle with the evolving leadership needs as my own business grew and morphed unconsciously from one stage to the next. Had an awareness that the book offers been available to me ahead of each stage, I'm sure I would have made far fewer mistakes. Unlike many books where appendices are really appendages, Derek's 8 appendices provide really valuable tools and in particular his 'Five Phases of Crisis Resolution' could save many an entrepreneur her business. The phases are: crisis identification; planning and deployment; crisis containment and mitigation; recovery; and lessons learned. You will have seen unsuccessful entrepreneurs ignore this last phase, even if they pick up on the other four. Let that be a lesson!

0 of 0 people found the following review helpful. Covers the *real* challenges of Entrepreneurship

By CJ Cornell

Most entrepreneurship books focus on techniques for making your startup a success - whether it is on creating your company, conceiving or building the product, marketing and fundraising - but so few focus on what really matters: The entrepreneur's leadership skills. This does not mean "how can you be like Steve Jobs or Elon Musk" kind of leadership skips. Derek Lidow's book focuses on helping readers hone their own interpersonal skills and personality traits - so they can succeed as an entrepreneurs.

Most entrepreneurs don't fail because they made technical, marketing or organization errors: They failed because they did not create the relationships or knew how to work with people to learn and solve problems. They failed because of lack of self awareness, lack of self-knowledge - lack of personal leadership. And this is what Startup Leadership is about. The adage "know thyself" is a key theme in this book - and this is actually quite difficult for most people: self awareness - and the ability to improve, or otherwise adjust to your own particularly set of personal skills. This requires lot of introspection and self knowledge - often impossible without the right guide. Fortunately this book serves as that kind of guide - taking the entrepreneur on a bit of a deep journey into the communications skills, relationship skills and other interpersonal skills needed to be successful. And every step of the way, Lidow connects these interpersonal skills to the overall goal: Starting and Building an new venture.

Most of the concepts in this book, I personally didn't think about until after, maybe 10-15 years and 6 ventures of my own. I never had the wisdom or the guide. But now, someone has distilled this wisdom into a single book. This is not only for new entrepreneurs just starting out, it's also for the experienced - those who mentor and advise entrepreneurs. Instead of trying to play Obi Wan Kenobi to younger entrepreneurs, getting them to recognize those hard-to-quantify internal skills they need to hone - we can just hand them this book.

0 of 0 people found the following review helpful. This book is like an honest conversation with a true expert

By Torok Marianna

This is the book I needed. If you are an entrepreneur and want to be a better leader, you will love it. It is able to provide practical, real life examples and give the right amount of theories to use for your own situation. It feels like having a conversation with your old friend who gives you his best advise. It provides you a mirror to have a close look at yourself and your leadership skills and than gives you the tools to make corrections and changes. I love its quirkiness: like, when it reads your mind that you want to get to Inc. magazine's 500 list of fastest growing companies and than tells you why you should aim for more/beyond that; or when it tells you the benefits of cooperation and than makes it clear that "not only is it costly, fragile, and inflexible, but it also can distract you from noticing other more productive and valuable uses of your energy and resources". Lidow's stories of people and startups not only feels like real, but they are real. These are business and social startups that you hear and read about and here you are learning about their challenges and their solutions. It is a great read, the language, even when describing theories, is easy even for a non-native American, like me. The only minus is that, while Lidow's website is great, I think there is a need for space for further discussion on the topic of the book so that we can share our challenges and the lessons learned with the experts of the field and the like-minded entrepreneurs.

Anyone can start a business. But only leaders can succeed. Most entrepreneurs know the long odds: only a fraction of them will lead their enterprises through the rocky stages of growth to launch self-sustaining companies. Very few know how to outflank the failures that await them at every turn, including the most painful—being abandoned by key members of their team or getting pushed out by their board just as their business starts to generate real value. Derek Lidow is on a mission to improve these odds and change these outcomes. Throughout his long career—as CEO, innovator, and entrepreneur—he has tested virtually every aspect of launching a business. Lidow now

argues that success is far less dependent upon a firm's idea or any grand strategy than it is upon something more personal: leadership. Emerging companies have specific leadership requirements, stage by fast-moving stage. Few founders have been able to leverage the tremendous power of this underrecognized reality—until now. *Startup Leadership* demonstrates how founders can adopt the skills that are required at each stage of their journey. Whether you are at the idea stage or managing a more mature enterprise, you can start to recognize the fundamental conflict: how to balance your selfish drives with the more selfless leadership required by the organization at any given time. The book shows you how to achieve this balance by: Assessing your unique motivations, traits, and skills Creating a personal leadership strategy that leverages your strengths and mitigates your weaknesses Mastering how to lead teams, including boards Understanding the five prerequisites for driving change Taking control of your inevitable crises, thereby strengthening your team and your leadership With Lidow's help, you will learn how to become the startup leader your business needs, and yours—you'll move forward with your plans with greater confidence and success.

From *Booklist* Lidow, an academic and entrepreneur, sets out to help entrepreneurs succeed by way of his notion of leadership, which is "required to take an initial idea to the point where it has become an enterprise that produces value and is self-sustaining." Self-sustaining means the business can operate whether or not the founder is active and it can attract new customers through innovation in products or services, replacing customers that have been lost. The author distinguishes between an entrepreneur and an entrepreneurial leader (EL), or one who grows the enterprise to be self-sustainable. Required skills of an EL include being self-aware, building relationships, motivating others, leading change, and understanding the leadership needs of enterprises as they mature. The author tells stories about entrepreneurs and provides lessons in each instance on how they attain success or suffer failure and concludes with an excellent set of appendixes. Though this could be used as a textbook, it is user-friendly and a valuable handbook for many library patrons for learning about entrepreneurship and what it takes to become an EL. --Mary Whaley
"Derek Lidow is right—entrepreneurs, not mere ideas, lead companies to their full potential. Lidow puts this powerful idea to work, alongside the full breadth and depth of his own experiences running growth companies, in *Startup Leadership*. I recommend this book for every founder—regardless of your stage—because Lidow's invaluable insights, personal leadership strategies, and framework will help you improve the trajectory of your success." —Rich Karlgaard, publisher, *Forbes* magazine; board director; investor; entrepreneur; and author, *The Soft Edge*
"Trust me because I've seen and done virtually everything that's possible in business today. Whether you're an investor, board member, CEO, accelerator, small business owner, or aspiring entrepreneur, *Startup Leadership* is mandatory reading. Thanks to the smart and detailed advice of serial success story Derek Lidow, the book will help de-risk virtually any enterprise. It will also expand your levels of innovation level, profits, culture and success. I recommend you get a copy—and give a copy to someone who needs it." —Bruce Hack, advisor, angel investor, board director, and former CEO, Vivendi Games
"The entrepreneur's journey is often misunderstood as an idea coming to life. In fact, it is entrepreneurs themselves who must learn to create and lead an organization. *Startup Leadership* provides aspiring and experienced entrepreneurs powerful tools to grow as leaders." —Brian Orskow; Kelley, founder and CEO, AppNexus
"This is not another book on how to build a successful startup. Lidow demystifies relationship building, negotiation, and vision creation with clarity and balance. He shows what it takes to become a more confident leader who builds startups with less risk and better outcomes. Your transformation into a better-equipped entrepreneurial leader begins now." —Natasha Gajewski, founder and CEO, Simple Health Inc.
"If any book contains the secrets of entrepreneurial success, this is it! I recommend *Startup Leadership* to both budding and proven entrepreneurs." —Greg Olsen, founder, Epitaxx and Sensors Unlimited
"*Startup Leadership* is the handbook for leadership all entrepreneurs should read while scaling their business." —Chris Kuenne, founder-entrepreneur, Rosetta
"A must-read for aspiring and experienced entrepreneurs!" —Jeremy Donovan, author, *How to Deliver a TED Talk*
"This book fills an important gap among books about entrepreneurship, and Derek Lidow shows what it really takes to make a successful startup. *Startup Leadership* focuses on the essential, yet elusive, leadership elements required to navigate a venture from idea to self-sustainability. Future entrepreneurs will be thankful to have this companion along for the entire journey." —John Danner, professor, Haas School of Business, UC Berkeley
"Finally, an easy-to-read and digestible blueprint for entrepreneurs that will empower them to build and lead sustainable enterprises. Lidow encapsulates years of trial and error and teaches what's required for successful entrepreneurship with a clear methodology." —Jeanne Gray, founder and CEO, AmericanEntrepreneurship.com
"Finally, from the true-life experiences of a highly-successful entrepreneur, comes a how-to book that is more than an academic compendium. Derek Lidow captures the essence of the leadership qualities needed for success, not just in the formation and early stages of a venture, but along the path to a significant stand-alone business. This hands-on book is an instant classic." —Ricardo B. Levy, professor, Stanford University, and author, *Letters to a Young Entrepreneur*
From the Inside Flap Anyone can start a business. But only leaders can succeed. Most entrepreneurs know the long odds: only a fraction of them will lead their enterprises through the rocky stages of growth to launch self-

sustaining companies. Very few know how to outflank the failures that await them at every turn, including the most painful—being abandoned by key members of their team or getting pushed out by their board just as their business starts to generate real value. Derek Lidow is on a mission to improve these odds and change these outcomes. Throughout his long career—as CEO, innovator, and entrepreneur—he has tested virtually every aspect of launching a business. Lidow now argues that success is far less dependent upon a firm’s idea or any grand strategy than it is upon something more personal: leadership. Emerging companies have specific leadership requirements, stage by fast-moving stage. Few founders have been able to leverage the tremendous power of this underrecognized reality—until now. *Startup Leadership* demonstrates how founders can adopt the skills that are required at each stage of their journey. Whether you are at the idea stage or managing a more mature enterprise, you can start to recognize the fundamental conflict: how to balance your selfish drives with the more selfless leadership required by the organization at any given time. The book shows you how to achieve this balance by: Assessing your unique motivations, traits, and skills Creating a personal leadership strategy that leverages your strengths and mitigates your weaknesses Mastering how to lead teams, including boards Understanding the five prerequisites for driving change Taking control of your inevitable crises, thereby strengthening your team and your leadership With Lidow’s help, you will learn how to become the startup leader your business needs, and you’ll move forward with your plans with greater confidence and success.