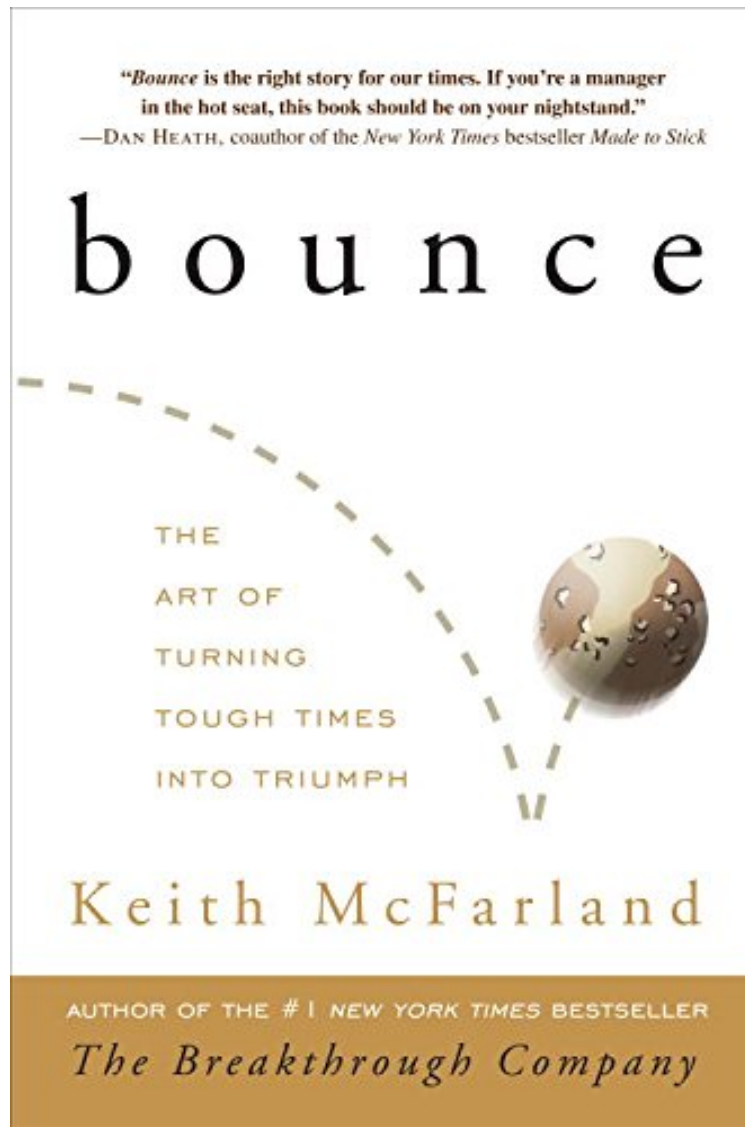


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Bounce: The Art of Turning Tough Times into Triumph

Keith McFarland

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Keith McFarland : Bounce: The Art of Turning Tough Times into Triumph before purchasing it in order to gage whether or not it would be worth my time, and all praised Bounce: The Art of Turning Tough Times into Triumph:

0 of 0 people found the following review helpful. Nice and Quick One-Night Read!By Marco PucciaBounce was a nice and quick one-night read, written in the fable style of Paulo Coelho's *The Alchemist* and integrating many of the same business principles as can be found in Jack Stack's *The Great Game of Business*. The book progressively lays out a set of management principles designed to help structure your business so that when inevitable hard-times come around, your company is able to respond with resilience (a.k.a. Bounce).It's probably a good book to keep on the bookshelf for future reference and inspiration! It's definitely a book I plan to pick up in the future when things get

rocky! Also, as I mentioned above, if you don't like the fable-style of writing then be sure to grab a copy of *The Great Game of Business* for many of the same principles and concepts! 0 of 0 people found the following review helpful. pretty good insights

By S. Brita
A very short and to the point book about how failing companies can "bounce" back. Using a lot of military similarities, McFarland shows through the use of a story how a leader can absorb anxiety and rally teams around new ideas. Some of it seemed cliché at times, but there are some good pointers to pull from this book. If you work in a turn-around situation, this book is worthwhile. There isn't much to pull from in terms of practical/tactical items, but you can benefit from the storyline and try to adapt your situation to the book's ideas. Overall, thought it was good, but not exactly great.

1 of 1 people found the following review helpful. Prepare to Bounce into your positive future!

By Executive Solutions
I love working with a story when we are trying to teach lessons in the business world. This story is so well prepared and brought to light. I can feel each moment in the conference room where the team is working hard to create a future. I can relate to each workout in the gym and Joe is a wonderful character bringing the lessons to the table. Mr. McFarland has a great touch moving the lessons through the story and touching each reader along the way!

Why do many people and companies crumble in the face of difficulty, while others use adversity to bounce back even stronger? Here from New York Times bestselling author Keith McFarland is a leadership fable for those wary of fables, a story that rejects pat, heard-it-before advice and shows—in a startlingly fresh way—how to use challenges to make both yourself and your organization stronger.

Mike Maloney, division manager for Boston-area tech firm CRX, returns from a business trip late one night feeling demoralized. His unit is about to lose its biggest customer and its most valuable employee. Mike wonders how much longer he and his staff can keep up their relentless work schedule and meet upper management's new request for cost cuts. Something has to give. Hoping to blow off steam, he heads to a gym, where he runs into Joe, a former army Ranger. After listening to Mike vent about the cards he's been dealt, the ex-soldier says, "Sounds like your company is ready to bounce." Mike looks confused, so Joe begins tutoring him in lessons from the battlefield. It is precisely when all seems lost, says Joe, that the opportunity exists to rethink a situation and make real progress. Over the next two weeks, Joe turns Mike's view of himself and his company upside down. Despite his Ivy League MBA and extensive experience running companies, Mike has a lot to learn from this young grunt just back from Afghanistan. For example, he learns that under pressure, people experience two kinds of anxiety—one that hurts performance and one that helps it. Mike uses the insight to get his troops running toward the sound of gunfire, and in the process, learns that "bounce" can happen outside the workplace, too. With Joe's help, he finds his own personal bounce.

Drawing inspiration from such sources as the work of M.I.T. social scientist Ed Schein, the film *Saving Private Ryan*, and his own experiences as a CEO leading companies, McFarland cleverly weaves a story whose practical insights can be put to use immediately. With an invaluable wrap-up section at the book's end that analyzes each of the key ideas and shows how they can be applied in work and personal life, *Bounce* may be the most indispensable guide to facing challenges ever written.

From the Hardcover edition.