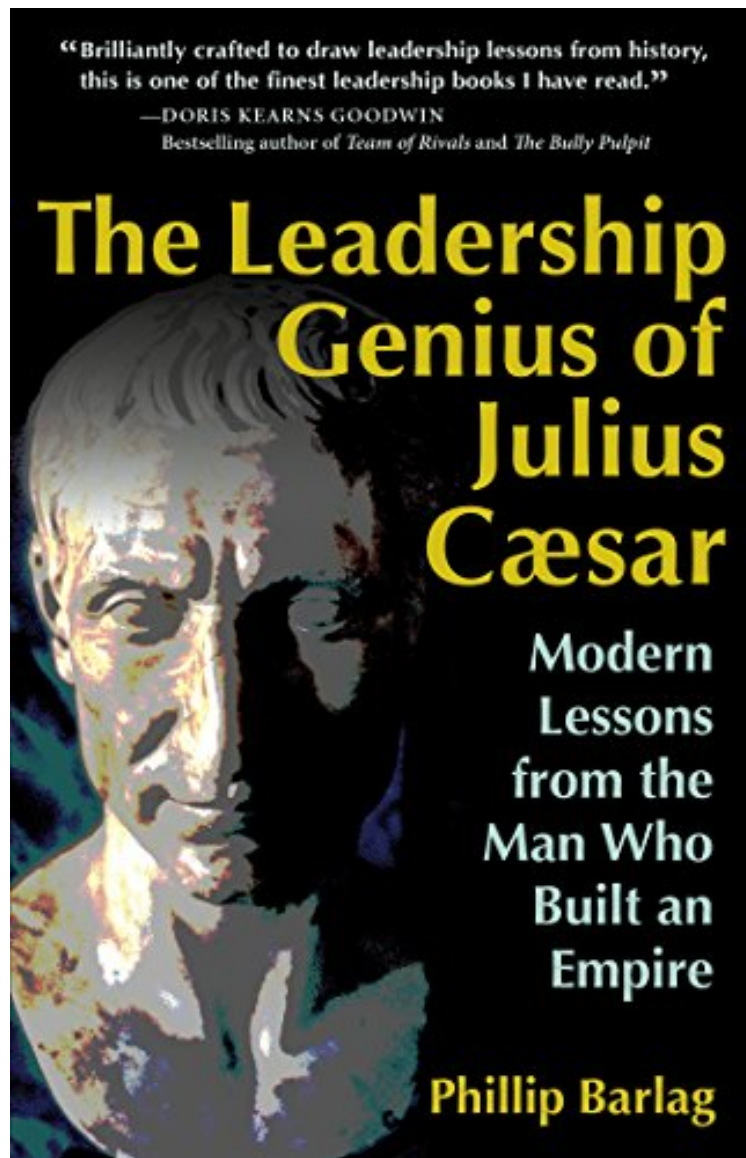


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The Leadership Genius of Julius Caesar: Modern Lessons from the Man Who Built an Empire

Phillip Barlag

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Phillip Barlag : The Leadership Genius of Julius Caesar: Modern Lessons from the Man Who Built an Empire before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Leadership Genius of Julius Caesar: Modern Lessons from the Man Who Built an Empire:

2 of 2 people found the following review helpful. The Leader of Rome who affected politics through the Twitter of his

day. And yes everyone got just as upset then as now. By Bill Shepard you've heard the saying, "History doesn't repeat . . . but it rhymes." In this engaging and insightful book on leadership, Phillip Barlag takes a person who, in our ancient history courses we encountered as opaque and imperial and unpacks Julius Caesar as a person who like us is deeply human, challenged at every turn and yet inspires us through his ability to succeed in the face of overwhelming odds. Again and again. Want to discover Julius Caesar the populist? Surprise, here's here. Want a Braveheart experience? It's here. Want to hear how a speech of a single word can quell an insurrection? Caesar did it. Feeling overwhelmed by inter office politics? Try taking on the Roman Senate where losing meant death. Feel like you're starting with no resources available? I never realized that's where Caesar started. And oh yes, I think being captured by pirates is a little more of a challenge to your early career than those pink slips going around. Through eight leadership lessons Phillip weaves a single common thread that leaders of all kinds throughout the ages miss at their peril - lead with power, not force. It's a subtle art that great leaders facing overwhelming odds like Churchill and Lincoln have embodied and used to achieve victory. But it is a leadership art that is also so easy to lose touch with when we begin to rise through the ranks. Thanks to Phillip for bringing that back to us through an unexpected hero. And yes, Barlag doesn't call it out as such, but that "Twitter of his day" example (spoiler alert - the Commentaries) is worth the price of the book.

0 of 0 people found the following review helpful. Caesar: The Epitome of Effective Leadership By bonnie_blu This little book approaches Caesar's life from an unusual standpoint. Rather than following Caesar's career from a historical viewpoint, it plucks Caesar out of his time and examines his life as a leader and how his exercise of leadership applies across time. I found it quite interesting and even refreshing. However, I must point out that Barlag gets some of his historical facts wrong. These inaccuracies do not detract from Barlag's analysis of Caesar and his understanding and use of power. For example: Barlag states that at the battle of Alesia, the Gallic relief army attacked Caesar's outer ring of defenses (the contravallation) and that Caesar split his army in two, one half facing the relief force, and the other half attacking Alesia and hunting down Vercingetorix. Actually, Caesar's army stayed within the two rings of defense and fought off the relief force and Vercingetorix's attack on the inner ring (the circumvallation). Both attacks failed, and Vercingetorix surrendered to Caesar when it became obvious that he could not win. As I stated above though, these historical lapses do not negate any of Barlag's conclusions. Modern leaders, or those wanting to be leaders, will find this book very informative.

3 of 3 people found the following review helpful. I loved this book By tonoaguilar I loved this book. As a CEO, social entrepreneur and as a human being, "The Leadership Genius of Julius Caesar" taught me several profound lessons that I will use for a lifetime. Having read other great books on leadership, including from Harvard Business Review, I can genuinely say this book offers unique perspectives that are applicable in all aspects of life. Phillip Barlag does a fantastic job in making stories come alive and humanizes one of history's greatest characters in a way that is relatable to us modern humans. Engaging, inspiring and thought-provoking, this book is highly recommended. Thanks Mr. Barlag for helping us become better leaders!

The Leadership Genius of Julius Caesar Modern Lessons from the Man Who Built an Empire "Brilliantly crafted to draw leadership lessons from history, this is one of the finest leadership books I have read." — Doris Kearns Goodwin, bestselling author of *Team of Rivals* and *The Bully Pulpit* Leaders are always trying to get better, which is why there is an enormous and growing collection of literature offering the latest leadership paradigm or process. But sometimes the best way to move forward is to look back. Philip Barlag shows us that Julius Caesar is one of the most compelling leaders of the past to study — a man whose approach was surprisingly modern and extraordinarily effective. History is littered with leaders hopelessly out of touch with their people and ruthlessly pursuing their own ambitions or hedonistic whims. But Caesar, who rose from impoverished beginnings, proved by his words and deeds that he never saw himself as being above the average Roman citizen. And he had an amazing ability to generate loyalty, to turn enemies into allies and allies into devoted followers. Barlag uses dramatic and colorful incidents from Caesar's career — being held hostage by pirates, charging headlong alone into enemy lines, pardoning people he knew wanted him dead — to illustrate what Caesar can teach leaders today. Central to Barlag's argument is the distinction between force and power. Caesar avoided using brute force on his followers, understanding that fear never generates genuine loyalty. He exercised a power deeply rooted in his demonstrated personal integrity and his intuitive understanding of people's deepest needs and motivations. His supporters followed him because they wanted to, not because they were compelled to. Over 2,000 years after Caesar's death, this is still the kind of loyalty every leader wants to inspire. Barlag shows how anyone can learn to lead like Caesar.

"When we look to great leaders as role models, we often don't look far enough back in the past. Julius Caesar was one of the most influential leaders in history, and Barlag shares timeless lessons that today's leaders can use to build trust and drive change." — Adam Grant, Professor of Management, The Wharton School, and New York Times bestselling author of *Originals* and *Give and Take* "Phillip Barlag captures in a creative way key leadership skills that transcend the passage of time. Caesar's success was not accidental — it was grounded in some firm principles." — Paul Polman, CEO, Unilever "The Leadership Genius of Julius

Caesar is an innovative and engaging read for all leaders. While drawing on events and people from the ancient world, the lessons and storytelling are relevant and timely now. Whether political, military, or business, any leader responsible for moving an organization forward—in times of prosperity or crisis—can benefit from its insight.

—Jaap de Hoop Scheffer, 11th Secretary General, NATO

Even as times change and technology progresses, the continual quest for enhancing our abilities remains the same. In *The Leadership Genius of Julius Caesar*, Phillip Barlag highlights the lessons and insights from Caesar's life and career to illuminate the qualities needed to guide any team toward greater loyalty, camaraderie, and success.

—Keith Ferrazzi, author of the #1 New York Times bestsellers *Who's Got Your Back* and *Never Eat Alone*

Biz Books

12/04/16 BY Jim Pawlak

—The Leadership Genius of Julius Caesar — Modern Lessons from the Man Who Built an Empire; by Phillip Barlag (Berrett-Koehler Publishers, \$24.95). Most books written about Caesar were written by historians and focused on his accomplishments. Barlag delves into the "how's" of the accomplishments by identifying his leadership skills — many of which are topics of today's business books. The major leadership lesson: Caesar used power, not force, to lead. He understood that power comes from the ability to motivate others by focusing on a common goal. In wartime, he lived that goal by marching beside his troops, eating in their mess hall and listening to their feedback, and talk of what they planned to do when the campaign ended. He called his troops "comrades" to remind them that he was one of them. They chose to follow him because they respected him and trusted him to keep his word. At the Battle of Munda, his army was tired and wanted to rest before engaging the enemy again. Caesar drew his sword and raced up the hill alone — but not for long. His troops saw he was "leading from the front," and raced after him. Putting his life on the line showed his commitment to victory. Leading from the front becomes critically important when tough decisions have to be made. In times of peace, Caesar worked "across the aisles" and reminded political opponents that they were citizens of Rome and owed a responsibility to all Romans. He spoke of mutual benefit. This increased their interest in working with him. We all know how it ended. His opponents became jealous as Caesar's popularity and power grew. They feared that, as emperor, he would resort to force to rule. They clearly didn't understand the man's motivation.

About the Author Phillip Barlag is an executive director at World 50, which initiates and facilitates the most interesting and influential business conversations in the world. His writing has been published in *Fast Company*, *MIT Sloan Management*, and a number of influential business blogs. Joseph Bronzi began his career as an award winning Stand-Up Comedian, whose appearances include Atlantic City, Las Vegas, television warm-up comedy for ABC's *Rachel Ray Show* and *Who Wants to be a Millionaire*, ESPN's *Room for Debate*, and MSNBC's *Crowd Rules*. He has also performed his comedy on the television show *Gotham Live*. Joseph studied narration and sound engineering under Chuck McKibben (who was a producer/engineer for the legendary Mel Blanc) and began recording audiobooks in 2011. He is on the roster for five major audiobook publishers and has narrated over 35 audiobooks that have been sold online, distributed, or used in a corporate training environment. Last but not least, Joseph is the proud father of two terrific kids and the owner of his savage guard dog Norman. His girlfriend has declined to be mentioned in this Bio.