



Power of Professionalism : The Seven Mind-Sets That Drive Performance and Build Trust

Bill Wiersma

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In this groundbreaking book, Wiersma outlines the seven key mind-sets of trusted professionals, offering a blueprint for both individuals and organizations interested in fostering a culture of professionalism. You'll see how uncompromising professional standards led to unparalleled success for FBI agent George Piro during his game-changing interrogation of Saddam Hussein, for supermodel Kathy Ireland's design and marketing enterprise, for the world-renowned Dave Matthews Band, and for many more.

Professionalism is unique. It's the ladder upon which all other organizational virtues rest. That's why organizations whose members view themselves as professionals will outperform, outsmart, and outlast organizations that don't, which translates into competitive advantage.

Wiersma builds his case with contributions from such luminaries as John Bogle, founder and former CEO of the Vanguard Group; Gen. Richard B. Myers, former Chairman of the Joint Chiefs of Staff; Paul Orfalea, founder and former CEO of Kinko's, and many others. Given the stakes and the current state of business affairs, this is another Big AHA! whose timing couldn't be better.

Questions and Answers with Bill Wiersma

Q: Why this book, and why now? A: It's a book that attempts to rise above the noise, reminding people of the mind-sets that made America great, and provides people and their organizations a substantive approach of enhancing their success.

Many have an innate sense that things in the country are a little 'off, that we've strayed from the 'tried-and-true' principles that have served us so well. Trust has never been lower or cynicism higher. This book not only holds up a mirror to the errors of our ways but provides a path (and hope) in correcting them.

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