



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

Business visionary, Bill Wiersma (author of “The Big AHA!”) had written what’s gone onto become an important and award-winning book on the crucial role that professionalism plays in the workplace today: *The Power of Professionalism*.

Enlisting such high-profile contributors as John Bogle (CEO of *Vanguard Group*); Gen. Richard Myers (Former Chairman of Joint Chiefs of Staff); Marshall Goldsmith (world-renowned business thinker); Tony La Russa (multiple World-Series-winning Major League baseball manager); Kathy Ireland (former model and CEO of worldwide design and marketing empire *kathy ireland WorldWide*); and others, Wiersma makes the case that a lack of professionalism is at the heart of the widespread mistrust and cynicism so endemic today amongst so many everyday citizens.

He needed strong jacket cover to drive that point home. Since he saved the back cover of the book for a host of strong testimonials, I was hired to write the jacket copy – front and back flaps.

Here’s how it turned out...

American Business is at a Crossroads

When some Wall Street traders are willing to run the nation's economy off a cliff to make a killing... When only 17 percent of employees believe that their leaders have their organization's best interests at heart... When only 18 percent of Americans trust lawyers completely... When the Google search "Has U.S. business lost its way?" yields 159 million hits...

Something is very, very wrong! Is it any wonder that cynicism is at an all-time high and trust at an all-time low? Substantive ideas on how to fix this are in short supply.

What's the solution? In a word: professionalism. Professional ideals build trust. And trust is the foundation for both personal and organizational success. Better professionals (and more of them) are the antidote for much of what ails the business world today.

In the tradition of Bill Wiersma's demonstrated ability to shift our thinking in new, more powerful ways, be prepared to see what it means to be a professional in a whole new light. You'll learn:

- Why defining professionals through an occupational lens is not only antiquated but counterproductive
- Why a professional's mind-set is far more important than their oft-celebrated technical skills
- Why people, despite the inherent responsibilities, willingly embrace the mantle that comes with being a professional

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

(Continued from front flap)

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.



BILL WIERSMA is the founder and principal of Wiersma and Associates, LLC, a management consulting and training firm providing services to Fortune 500 companies and to the professional services sector. He previously held executive responsibilities as a director in a Fortune 200 company and as a board member and president of a privately held technology company focused on emerging markets. Bill and his wife Holly are the parents of four children and reside in Pleasant Hill, California.

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