Contents

Foreword by William C. Taylor ix
Introduction: The Great Uncertainty xiii

PART 1
LEADING YOURSELF

Chapter 1: The New Normal 3
Chapter 2: The Truth, Nothing But the Truth 23
Chapter 3: Problems and the Healing Process 39
Chapter 4: Control and Uncertainty 51
Chapter 5: Exercise Your Intuition 65

PART 2
LEADING YOUR ORGANIZATION

Chapter 6: Be Really Good at the Basics 81
Chapter 7: The Value of a Value Proposition 91
Chapter 8: Be Available 103
Chapter 9: Motivate and Inspire 113
Chapter 10: Leverage Your Assets 125
PART 3
LEADING THE WAY

Chapter 11: Reputation Counts 137
Chapter 12: Create Buzz (But Manage Crisis) 147
Chapter 13: Build Momentum 161
Chapter 14: Practice Incremental Evolution 171

Conclusion: Lead On 181
Notes 185
Acknowledgments 191
About the Authors 193
Index 195
For the associates of Umpqua Bank.
You lead, you motivate, and you inspire.