



# Jack Welch and the 4 E's of Leadership: How to Put GE's Leadership Formula to Work in Your Organization

*Jeffrey A. Krames*

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*Proven leadership lessons from the author of the international bestseller The Welch Way*

**Techniques Jack Welch used to create great leaders and drive unprecedented financial performance**

Jack Welch and GE used the celebrated 4e model to measure leadership potential and enhance profitability at every level of the organization. *Jack Welch and the 4 E's of Leadership* delivers a thought-provoking and in-depth analysis of this signature model. Pragmatic and hands-on, it explains how the model helped Welch to consistently spot 4e leaders--individuals with energy, the ability to inspire others, and the talent to consistently make the difficult decisions and meet financial goals.

*Jack Welch and the 4 E's of Leadership* reveals how the 4e model helped GE's best and brightest eliminate bureaucracy, hire and promote energetic people, find new ways to increase the organization's customer-centricity, and more. Beyond the nuts and bolts of the 4e model, however, it outlines a step-by-step blueprint anyone can follow to stock an organization with performance-ready leaders and leaders-in-training.

Examples include:

- How to recognize and encourage each of the 4e's--Energy, Energizers, Edge, and Execute
- Leadership theories of Drucker, Senge, and others, and how they support and validate Welch's 4e model
- Seven rules for successfully driving change, and leveraging it to gain long-term competitive advantage
- Leadership lessons of the 4e all-star executive team
- Valuable implementation insights on virtually every page, along with a "4e leader to-do" list

Jack Welch is universally recognized as the greatest CEO of his era. In *Jack Welch and the 4 E's of Leadership*, bestselling author Jeffrey A. Krames examines Welch's seminal 4e leadership model and provides a penetrating and uncompromising look at how to recognize and develop authentic leaders.

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