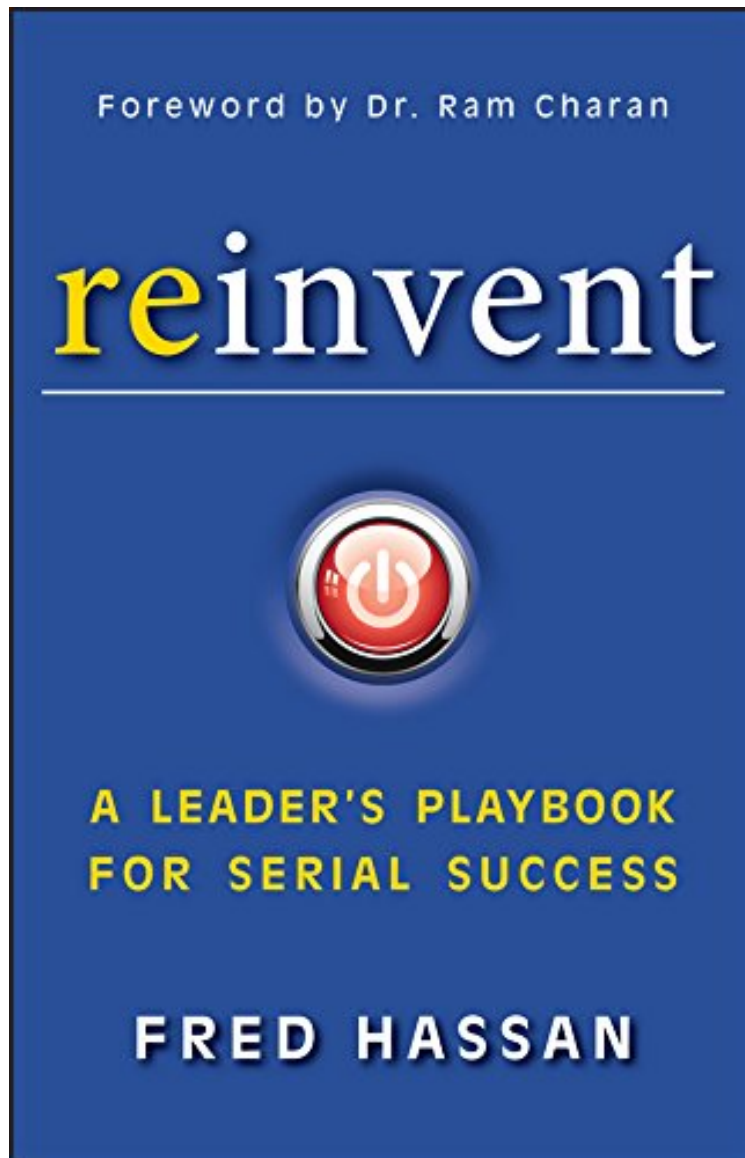


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Reinvent: A Leader's Playbook for Serial Success

Fred Hassan

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Leadership principles from a master of the business turnaround In *Reinvent*, renowned CEO and business leader Fred Hassan explains how to transform a struggling business into a raging success by reinventing the culture, attitude, and behaviors of organizations and people. Leaders who want to change cultures and individuals need a cool head, a clear vision, and a well-refined ability to inspire that change. Here, Hassan explains how a productive organizational culture leads to real success. The first part of the book focuses on how you, as a leader, can unleash your full powers by learning to be authentic, purposeful, and connected with your organization. The second part of the book focuses on groups, how to lead them, how to be a role model for the effort you expect, and how to keep winning and innovating. Taken together, these principles fuel smarter strategies, more effective execution, and better governance. Features practical, proven guidance appropriate for every business leader in any industry Ideal for corporate executives, managers, team leaders, human resources professionals, board members, and consultants Written by a renowned public speaker and former CEO known for turning around struggling companies Revealing how you can make culture your secret weapon, *Reinvent* is the perfect tool for business leaders in highly competitive industries.

From the Inside Flap Fred Hassan is not an accidental leader. Throughout his stellar career he has had transformational impact on every one of the large, complex and innovation-driven companies that he has led; among them, most recently, Schering-Plough. Turnarounds and transformations do not occur without culture change; and changing culture starts by changing attitudes and behaviors. The linkage between attitude, culture, execution and driven performance has been validated by the author's own experience as a unit head, division president, CEO of three global public companies, and most recently as chairman of what began as a challenged global company. The insights, ideas, and strategies are illustrated by the author's own experiences, underpinned by his deep belief that in every aspiring and committed individual, in every team and in every company, the potential exists to deliver performance beyond what is commonly viewed as achievable. The ability to power up this potential is what creates extraordinary change. A favorite mantra is "It's in our power to do more with what we have. It's in our power to fulfill our own potential. It's not where we take our aspirations; it's where our aspirations take us." Productive cultures fuel better strategies, better executions, and better governance, and provide the competitive edge in innovation. This then leads to sustained performance that can change broken companies into dynamic machines. Fred Hassan celebrates his wins, but they are inseparable from the wins of the people he leads, from advances in products that allow people to enjoy a better quality of life, and from developing leaders who may one day write their own playbook to inspire yet another generation of talented managers.

From the Back Cover Praise for *Reinvent* "I have had the honor of working with many of the world's greatest leaders. I rank Fred Hassan as one of the top five. Fred has helped more organizations reinvent themselves than anyone I have met! *Reinvent* is Fred's gift to you! Please apply what you learn in this book to reinvent your own life and the lives of the people around you." — Marshall Goldsmith, recognized among world's top 50 influential leadership thinkers (Harvard Business) "Fred Hassan shares his practical playbook for change leadership by demonstrating how attitude, behavior and culture can lead to transformation, excellence in execution and sustained high performance. The book is full of good common sense and real-world examples of leadership." — Alex Gorsky, Chairman and CEO, Johnson Johnson "Company success depends on strong leadership. Fred's recipe for success: select top talent, help them develop expertise, lead by example." — P. Roy Vagelos, M.D., Retired Chairman and CEO, Merck Co., Inc. "Fred Hassan blends his triumphant first-hand experience with the wisdom of a first-class mind to share an engaging, accessible, manual of essential leadership lessons. Having seen peer CEOs hang on his every word in private top leadership forums for many years, I have begged Fred Hassan to go public with this compelling gift of knowledge for a long time. I will certainly be using it at our top executive forums and leadership programs campus!" — Professor Jeffrey Sonnenfeld, Senior Associate Dean, Yale School of Management "Fred Hassan passes on his vast and winning know-how that will help you power up your people to drive breakthrough results. He's done it and so can you. There's nothing like learning from the master." — David Novak, Chairman and CEO, Yum! Brands, Inc. "In *Reinvent*, Fred Hassan shares a winning philosophy that builds on the crucial role of people to power up an organization's potential. Hassan delivers a proven actionable change leadership playbook to evolve and reinvent leadership effectiveness supported by evidence from his exceptional track record as an effective and value-creating CEO, with an exceptional reputation from his peers and shareholders alike." — Andrew N. Liveris, Chairman and CEO, The Dow Chemical Company www.reinventionbook.com

About the Author Fred Hassan is a Partner and Managing Director with the private equity firm, Warburg Pincus. He is also Chairman of Bausch + Lomb, as well as board member of Time Warner and Avon where he became non-executive chairman on January 1, 2013. Hassan is the former Chairman of the Board and Chief Executive Officer of Schering-Plough Corporation. Prior to joining Schering-Plough in April 2003, Hassan was Chairman and Chief Executive Officer of Pharmacia Corporation; a company that was formed in March 2000 as a result of the merger of Monsanto and Pharmacia Upjohn. Hassan joined Pharmacia Upjohn as Chief Executive Officer in 1997. Previously, Hassan was Executive Vice President of Wyeth, formerly known as American Home Products, with responsibility for its pharmaceutical and

medical products business. He was elected to Wyeth's Board of Directors in 1995. Earlier in his career, Hassan spent 17 years with Sandoz Pharmaceuticals (now Novartis) and headed its U.S. pharmaceuticals business. Hassan received a B.S. degree in chemical engineering from the Imperial College of Science and Technology at the University of London and an MBA from Harvard Business School.