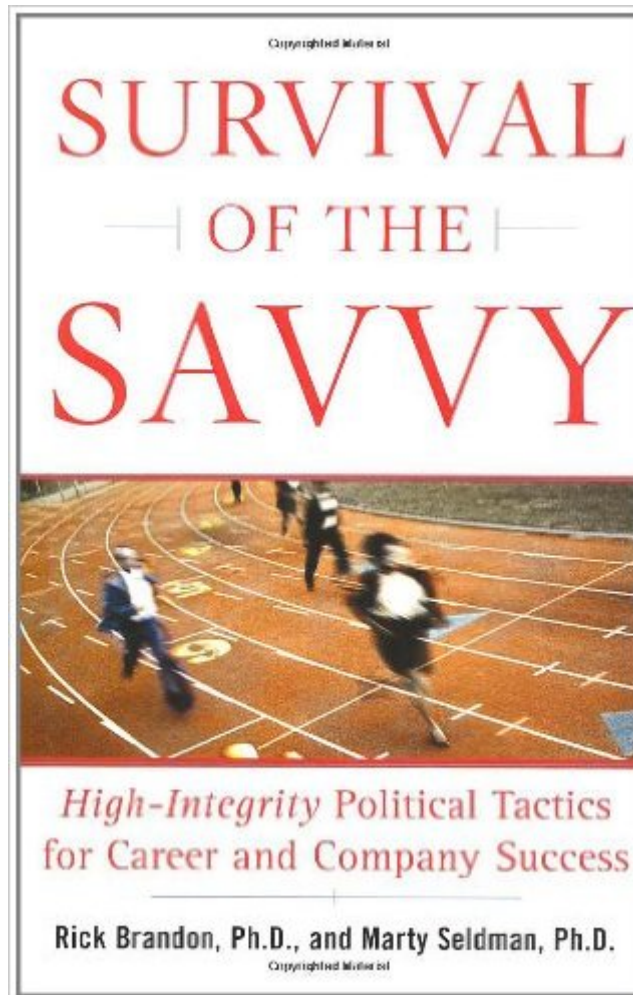


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# Survival Of The Savvy: High-Integrity Political Tactics For Career And Company Success



## Synopsis

Two of the nation's most successful corporate leadership consultants now reveal their proven, systematic program for using the power of "high-integrity" politics to achieve career success, maximize team impact, and protect the company's reputation and bottom line. Each day in business, a corporate version of "survival of the fittest" is played out. Power plays, turf battles, deceptions, and sabotages block individuals' career progress and threaten companies' resources and results. In *Survival of the Savvy*, Rick Brandon and Marty Seldman provide ethical but street-smart strategies for navigating corporate politics to gain "impact with integrity," helping readers to: -Identify political styles at work through the Style Strengths Finder, and avoid being under or overly political -Discover the corporate "buzz" on you, and manage the corporate "airwaves" -Decipher unwritten company rules and protect yourself from sabotage and hidden agendas -Build key networks to promote yourself and your ideas with integrity -Learn to detect deception and filter misleading information -Increase your team's organizational savvy, influence, and impact -Gauge the political health of the company and forge a high-integrity political culture In addition, *Survival of the Savvy* helps individuals discover and overcome their own political blind spots and vulnerabilities. They learn step-by-step methods to avoid being underestimated or denied full recognition for their achievements. It shows them how to put forward their ideas and advance their careers in an ethical manner, with a high level of political awareness and skill. After reading this book, you will never have to say, "I didn't see it coming." Organizational savvy is a mission-critical competency for the complete leader. This timely and timeless book provides cutting-edge strategies and skills for surviving and thriving as you build individual and company success.

## Book Information

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## Customer Reviews

The Four Star rating indicates my respect for what Brandon and Seldman accomplish in this volume. However, I wish they had developed several of their core concepts in much greater depth and with tone and diction worthy of those insights. I groaned when encountering clunkers such as "Get off that river in Egypt -- De-Nile!" because Brandon and Seldman are not "teaching synchronized swimming in a shark tank!" Then "Merge into the Savvy Zone" while recognizing the importance of "Different Strokes for Different Folks." (I'm not making this stuff up. It's in the book.) That said, Brandon and Seldman generally succeed when recommending and then explaining "high integrity political tactics for career and company success." When reflecting on his career, President Harry S Truman proudly described himself as a politician, reputedly claiming that politics "is the art of the possible." It should be added that throughout Truman's public service, his personal integrity was impeccable. Brandon and Seldman make two obvious but important points: Like it or not, politics are inevitable when two or more -- and especially when three or more -- people are involved, and, it is nonetheless possible to be (as was Truman) an effective politician without compromising one's integrity. In fact, as Jim O'Toole asserts in *The Executive's Compass: Business and the Good Society* as does David Maister in *Practice What You Preach: What Managers Must Do to Create a High Achievement Culture*, those whose lives are guided and informed by admirable values (e.g. honesty, loyalty, decency, trustworthiness) will achieve much greater success than will those whose lives aren't. Therefore, the "savvy" executive is one who combines high principles with street smarts. No news there.

I have historically been a person who has shunned the idea of political savvy. In the first place, being "political" meant being shady or underhanded. Add "savvy" to the equation, and you have a loud underhanded jerk in an Armani suit. You can imagine my surprise when I used the Style Strength Finder in Rick Brandon and Marty Seldman's *Survival of the Savvy* and discovered that I was, in fact, quite high on the political continuum. I also saw that, truth be told, I had several unacknowledged weak spots which I knew had limited my possibilities. Who did I think was sailing my ship? I had been leaving myself vulnerable to certain conditions in the name of some moralistic misinterpretation of political savvy. This book is chocked full of ideas and considerations. If you are not facing a specific political situation, I would recommend reading the first six chapters and then letting your fingers be your guide. Open the book to any page and read a few paragraphs or pages.

It will change the way you look at what is right in front of you, and it will give you concrete ideas for increasing your ability to be your best and be seen for your best regardless of the political climate. I learned that every environment is political. It is political to be non-political. Remember in high-school when you got your teacher assignments, and you immediately sought out someone older to find out how this teacher graded? That was political and smart. And guess what. Nothing has changed; the classroom has just gotten more complex, and you'd be wise to get some tips for success. I was recently coaching a group of young people in Presentation Skills. They knew that their job was to bring fresh new ideas into the organization.

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