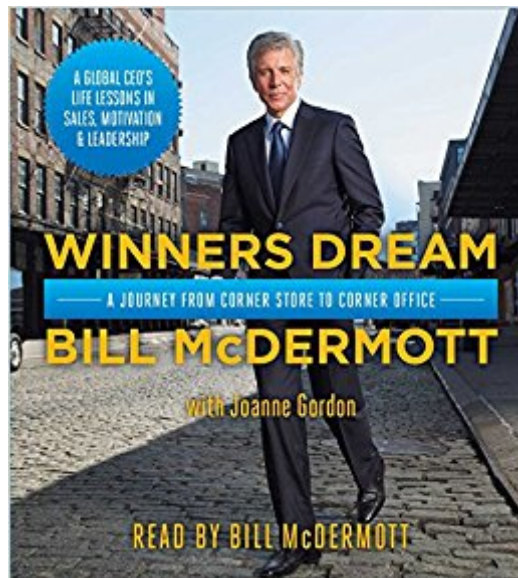




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# Winners Dream: A Journey From Corner Store To Corner Office



## Synopsis

A leadership and career manifesto told through the narrative of one of today's most inspiring, admired, and successful global leaders. In >, Bill McDermott "the co-CEO of the world's largest business software company, SAP" chronicles how relentless optimism, hard work, and disciplined execution embolden people and equip organizations to achieve audacious goals. Growing up in working-class Long Island, a sixteen-year-old Bill traded three hourly wage jobs to buy a small deli, which he ran by instinctively applying ideas that would be the seeds for his future success. After paying for and graduating college, Bill talked his way into a job selling copiers door-to-door for Xerox, where he went on to rank number one in every sales position he held and eventually became the company's youngest-ever corporate officer. Eventually, Bill left Xerox and in 2002 became the unlikely president of SAP's flailing American business unit. There, he injected enthusiasm and accountability into the demoralized culture by scaling his deli, sales, and management strategies. In 2010, Bill was named co-CEO, and in May 2014 he will become SAP's sole, and first non-European, CEO. Colorful and fast-paced, Bill's anecdotes contain effective takeaways: gutsy career moves; empathetic sales strategies; incentives that yield exceptional team performance; and proof of the competitive advantages of optimism and hard work. At the heart of Bill's story is a blueprint for success and the knowledge that the real dream is the journey, not a preconceived destination.

## Book Information

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## Customer Reviews

"Bill McDermott has had a hugely successful career" from Xerox to SAP. In this very human

book, he describes the secrets that led to this success. • (Jack Welch)"Bill McDermott is my good friend because, like me, in spite of great success, he never forgot his humble beginnings. The hardships and challenges his family experienced when Bill was a young boy motivated and inspired him to become the man he is today. Read this book and you too will be motivated and inspired." (Tony Bennett)"Bill McDermott's story shows how to grow a business as well as a career with authenticity and respect. A heartfelt read, there is much to learn from Bill's journey. • (Howard Schultz, chairman, president and chief executive officer, Starbucks Coffee Company)"Bill McDermott sees ambition and compassion as comrades in the workplace rather than competitors. That's rare. He claims it's just common sense | but I claim it's the Irish in him." (Bono, lead singer of U2 and (RED) co-founder.)"Bill McDermott shares his blueprint for winning in business and in life with a level of authenticity that reflects the Zeitgeist of our times. The world opens its arms to gifted leaders who don't push change but who skillfully release the astonishing capacities of a team to transform their dreams into possibilities and possibilities into destiny. His insights into dealing with adversity and disappointment show his courage to embrace vulnerability and humility. His pearls of wisdom for business leaders follow the same arc of excellence as his grandfather's legendary ability of sinking consecutive shots from mid-court. A truly thoughtful, exceptional and meaningful read." (Gerhard Gschwandtner, CEO of Selling Power) • Bill McDermott understands that success is ultimately about the journey • and his has been extraordinary. • (Tory Burch)"Bill McDermott is a rare breed of leader who has used challenges in business and life to galvanize teams and create often unprecedented results. After interviewing over 400 top CEOs, I strongly recommend *Winners Dream* as a must read for every CEO, their board, executives and sales teams. Filled with practical insights, *Winners Dream* presents tools, philosophies and inspiration to help any person, team or enterprise control their own destiny." (Robert Reiss, Host & CEO of The CEO Show)"Boston College's Chief Executives Club of Boston has hosted hundreds of CEOs from around the globe including Bill McDermott of SAP, who stands out from the crowd as a visionary leader with a moral compass. Through poignant personal stories, Bill shares life lessons that will resonate for anyone reading his biography • *Winners Dream: A Journey from Corner Store to Corner Office*, • whether they are running a Fortune 500 company or starting a paper route. Easily accessible and filled with humor and insight, this book, and the stories Bill shares, illustrates that business success is possible without deviating from one's core values." (Warren K. Zola, Executive Director of CEO Club of Boston)"Inspiring" (Kirkus) • McDermott emphasizes that a never-satisfied curiosity was the primary quality that enabled him to meet his customers' needs and further his own goals. His wisdom should prove valuable to readers at every level of their careers, or in life in

general.â • (Publishers Weekly) --This text refers to the Hardcover edition.

Bill McDermott is the CEO of SAP, the world's largest business software company. Before joining SAP in 2002, McDermott served as executive vice president of Worldwide Sales and Operations at Siebel Systems and president of Gartner, Inc., where he led the company's core operations. He spent seventeen years at Xerox Corporation, where he rose from a sales professional to become the company's youngest corporate officer and division president. McDermott holds an MBA in business management from the J.L. Kellogg Graduate School of Management at Northwestern University and he completed the Executive Development Program at the Wharton School of the University of Pennsylvania. Bill McDermott is the CEO of SAP, the world's largest business software company. Before joining SAP in 2002, McDermott served as executive vice president of Worldwide Sales and Operations at Siebel Systems and president of Gartner, Inc., where he led the company's core operations. He spent seventeen years at Xerox Corporation, where he rose from a sales professional to become the company's youngest corporate officer and division president. McDermott holds an MBA in business management from the J.L. Kellogg Graduate School of Management at Northwestern University and he completed the Executive Development Program at the Wharton School of the University of Pennsylvania.

As the publisher of Selling Power magazine I've had the privilege of interviewing Bill McDermott several times and he always struck me as a sincere, genuine, and authentic leader who walks the talk. I read *Winners Dream* twice from cover to cover. At the first reading I enjoyed the story of his amazing journey from salesman to CEO and his secret sauce for creating a winning sales organization. The second time it struck me that Bill is one of the most emotionally intelligent leaders in the technology industry that's filled with chest thumping blowhards and empathy deficient narcissists. It is so refreshing to get an insider's view of the emotional playbook of a gifted and successful leader who is aware of people's dreams, who recognizes people's potential and who leads them to success with an audacious vision, a bold strategy and a relentless passion for winning. Bill is unafraid of candidly sharing his battle scars from fighting with adversity and disappointment. He wears humility like a badge of honor and that makes him more human and larger than life at the same time. I am planning to share this book with my clients and employees so they can get to ignite their dreams and contribute to a better world.

Bill, you wrote a great book here. I've worked for a Fortune 500 company for 13 years now. I'm not

in a management role, but I still direct people. One of the messages from Bill is that 'you have to want it more' than the rest, and you'll excel. I don't disagree. There is a tendency for well meaning people to become disconnected because of the corporate environment. Bill has some good stories, and has an impressive track record of success. I've always been driven and I'm a top performer, but one point that hit me was Bill's take that poor performance can be corrected if everyone is motivated - and used an example of multiple computers doing a better and faster job than one supercomputer. So, after reading this book several months ago I made some changes at work. Some of the changes were simple, like giving people templates and index cards of the jobs I wanted to do. Other things were a bit more complex, like suggesting to the group how I'd like to save time on a particular activity, and then developing some ideas for working it. The bottom line is I now see 'winning' as a way to motivate other people - who all have stories of their own. Some of them are fresh out of college, some are parents, some are veterans who are just filling a chair. But give them a chance to win and have a stake in the game - and they do surprise you. I will likely never be a supervisor or manager, but I still have the ability to influence myself and my coworkers and this book gave me a clear perspective of how it can be successful.

For me this book was fantastic to read and I will reread it in the future. The message and examples in this book are what really caught me. Learning about where Bill McDermott came from in his humble beginnings to reaching the level of success that he is at now is amazing. There are many ideas that are cited which really layout what to do or ideas of what you can do when it comes to being successful. The biggest take away I got from this book is that people matter, from the person who cleans the bath room to top level CEO's, everyone has a hand in making an organization successful, but we have to believe that and live it. Be it working for a company or starting your own, there are good ideas that are shared in this book. It really is amazing that when you think about where Bill McDermott came from, very humble beginnings, to a very high level of success. It was not because it was given to him or he was chosen. He worked very hard, believed in what he did, and never let failure stop him. If he can reach the level of success and fulfillment he is presently at, why not you?

This is a nice book! It is very honest in the parts where Bill McDermott shares stories from his life. And man - a lot can be learnt from them. About empathy and how the toughest experiences mostly in our younger years shape who we become. The reason I am giving it 4 stars is because it gets VERY obvious that this book was edited / parts of it were written to serve as a mean for Bill

McDermott to be successful in his current role. Especially the second half of the book has many insights from sales theory very harshly incorporated into what is supposed to be a biography. Still - as Bill McDermott acknowledges the book wasn't entirely written by himself and the fact that his life really has given him and his family quite some harsh lessons - it's easy to not blame him for wanting to be a successful CEO. This was - all in all - his dream.

I picked up *Winners Dream* to read on a recent flight because it is written by the CEO of my company, Bill McDermott, and I'm always interested in the perspective of the leaders of any company where I work. I was struck by how personal this book is, and how much his experiences in life are reflected in his leadership style. I read a fair number of books deemed "important and relevant" for business today, but this one is different "this is a real story, not a study, or a recitation of formulas for success. The book is candid and specific "about what fuels Bill's style and what formed his outlook. I love the "abundance mentality" that I think is often missing in work today. His views on leadership are put the test for me almost every day " and I actually have found myself approaching situations and people differently after reading the book. Maybe with more empathy, maybe with more patience, and certainly with greater expectations. People often act defensively or in turf-protection mode in many of today's companies, and Bill shows how he breaks through that with optimism, with a formula for winning and with a passion for success. Whether you like a good winning story, are charged by understanding what fuels successful people, or are working on your own leadership style, you can't miss with this good read. It's entirely relatable because it's not corporate-speak; Bill's voice comes through clearly because it is his story.

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