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Book Review 11 Driven by Wellth: The 7 Essentials for Healthy, Sustainable Results in 21st Century Business & Leadership by Julie Maloney

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Book Review: **Driven by Wellth: The 7 Essentials for Healthy, Sustainable Results in 21st Century Business & Leadership by Julie Maloney, Wellth Productions, 2004.**

**Wellth and Leadership**, May 27, 2008, Rating: 4 Stars

Wellth is a play on words derived by combining wealth and health. The authors believe that the creation of future wellth will be dependent on shifting the current dominant 20th century profit centric mindset to a 21st century life centric mindset.

According to the authors, in the 21st century's complex and connected world, "commercial success, societal prosperity, ethical management and the sustainable use of natural resources will all be tied together." This will result in the emergence of a new type of leadership; leadership based on a life centric value system.

Workers in the 21st century knowledge based, creative economy will be viewed as creators who use a new values based form of self management to define both personal and organizational success. Profit will no longer be the primary measure used to judge commercial success. The authors write that the overarching question of the 21st century will be: "What are we creating for?"

The authors believe that future sustainable wellth will be based on the 21st century leader using a decision making framework labeled by the authors as "The 7 Essentials." The authors describe the 7 Essentials as being a system of "principles integral to the process of cultivating healthy results." These "seven distinct, yet interrelated essentials include: integrity, aspiration, innovation, movement, simplicity, sustainability and renewal." The core question that this framework asks the leader to answer is: "How can success be achieved and sustained in a healthy, life enhancing way?"

According to the authors, the 21st century leader will lead with integrity. Leading with integrity will require the 21st century leader to have three crucial elements:

1. Core purpose
2. Enduring values
3. Recognition and utilization of their natural strengths

In my opinion, the value of this book lies in the authors' definitions and discussions of these three crucial elements of leadership. This is material worth reading.