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REVIEWS

TITLE INFORMATION

LIFE LESSONS ON LEADERSHIP, COACHING AND CULTURE

Keith Hertling

iUniverse (98 pp.)

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BOOK REVIEW

A fast-food executive shares insights about being an effective leader.

In this debut business book, Hertling draws on years of experience as an athlete and coach, as well as his role as an executive at Jersey Mike's Subs, to present recommendations on how to be a successful business and community leader. His worldview, as presented here, is also shaped by his religious perspective, and many of the lessons that he shares are drawn from his time at a Catholic university and his ongoing relationships with monks who served as mentors. He traces his professional success back to his high school football training; he and other undersized classmates opened a gym, partly to work on their own strength and conditioning and partly as an exercise in entrepreneurship. The author also makes connections between his work coaching Special Olympics and college athletes and the Jersey Mike's training program. Readers who aren't sports fans likely won't be enthralled by Hertling's tendency to draw on athletic metaphors ("We love relating to football because of the unique diversity in players' positions, talents, and sizes"), but those who share his passion will appreciate the anecdotes from the sidelines. The inclusion of practices inspired by the author's Benedictine education adds a deeper layer that allows the book to move beyond sports-based management theories. The book addresses some concepts that have been covered in many other works on management and leadership ("How many crew members might benefit from a simple arm around the shoulder or encouraging word?"). However, Hertling is a dynamic writer who does an excellent job of making his points without belaboring them, making his book both a quick read and an easy reference. Samples of Jersey Mike's training and development materials add to the book's usefulness.

A concise, practical theory of corporate leadership based on elements of sports and religious practice.