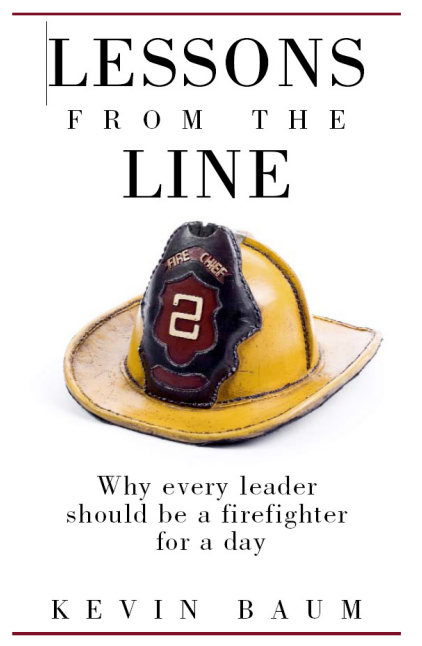


“ Unlike so many management books today, *Lessons from the Line* is a page-turner that will captivate the reader. Each chapter is flush with learning opportunities for community and business leaders, as well as for families and individuals. ” – John Flemming, President, Meridian Asset Management

## Lessons from the Line



### Why every leader should be a firefighter for a day

By Kevin Baum

Why are firefighters so universally valued? How can it be that a home can burn completely to the ground, and yet the owners still bring the responding firefighters milk and cookies, give them hugs, and tell them “thank-you?”

While much can be written about the fire service in a post-9/11 world, one truth does seem to hold constant – their customers love them. Why do you suppose that is? Are there any lessons for leaders or managers that can be extracted from this profession and applied to organizational life in general? What would your organization stand to gain if your customers loved you, your products and your services?

These are the questions that internationally acclaimed author and management consultant Kevin Baum explores in *Lessons from the Line*. Adding his 20 years experience as a professional firefighter and Chief Officer to his work with organizations around the world, Kevin drills deeply into the unique profession of firefighting to build a practical tool for organizational and leadership development. Dubbed the “Firefighter Model,” Baum introduces the reader to

a unique blend of management and leadership practices that can be applied to any organization, of any size, with any mission, anywhere; and in the process reorient you and your people to their core purpose and empower them with the competitive edge.

*Lessons from the Line* is a fast paced, real-world look at organizational life from the firefighter’s perspective, an engaging journey socked full of practical advice for busy managers and leaders – one that you will actually enjoy reading!

Kevin Baum, MPA, is Founder and Principal of inCentry, an Austin-based consulting company specializing in organizational and leadership development. A popular speaker, trainer, and consultant, Baum is known across the county for his signature leadership seminar *The Good, The Bad, & The Ugly*. Baum’s experiences working with organizations around the world have convinced him that the pursuit of performance accountability and results is often confused by an abundance of talk and methodology, and a shortage of action.