

**May 3, 2007 Kansas City**  
**May 4, 2007 Chicago, IL**

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Robert Herbold, former COO of Microsoft and author of *Seduced by Success*

In *Seduced by Success*, Robert J. Herbold shows you how to avoid the nine traps of success—the “legacy practices” that almost felled such giants as General Motors, Kodak and Sony. Herbold, a 26-year-veteran of Procter & Gamble who lived through each trap, gives you proven tactics for preventing arrogance, bloat, and neglect while capitalizing on your accomplishments, sustaining your momentum, and retaining your position in the marketplace. The nine traps every successful organization must avoid are

- **Neglect:** Sticking with Yesterday's Business Model
- **Pride:** Allowing Your Products to Become Outdated
- **Boredom:** Clinging to Your Once-Successful Branding
- **Complexity:** Ignoring Your Business Processes
- **Bloat:** Rationalizing Your Loss of Speed and Agility
- **Mediocrity:** Letting Your Star Employees Languish
- **Lethargy:** Getting Lulled into a Culture of Comfort
- **Timidity:** Not Confronting Turf Wars and Obstructionists
- **Confusion:** Unwittingly Conducting Schizophrenic Communications

*Bob Herbold gets to the heart of why successful organizations and individuals often go into a tailspin, and how this can be avoided. His thorough reviews of specific companies we all know make this a very useful book, and I highly recommend it.* -Indra K.Nooyi, President & CEO, PepsiCo, Inc.

*This book rings painfully true. Bob Herbold demonstrates with clinical precision that a company's fall from grace can frequently be traced back to its time of greatest achievement. Before you get too depressed, however, take heart—he also gives you all the tools you need to*

*avoid that ignominious fate.* -Sir Martin Sorrell, Chief Executive Officer, WPP Group PLC

Event recap from The May Report (edited)

The BIGFrontier Breakfast Series featured former Microsoft and P&G exec. Bob **Herbold** Friday morning. At Microsoft, from 1994 to 2001,

**Herbold**

oversaw a 4x increase in revenues and a 7x increase in profits. Prior to Microsoft,

**Herbold**

was with Proctor & Gamble for 26 years and he ended up as VP of Marketing, which ain't bad for a company mostly known for branding and marketing.

It does not take long when listening to **Herbold** to figure out that he is not just an author. He has been there, done that, and there is probably very little in business that he has not seen personally. It is hard to throw this guy off his stride. He studied 44 firms for this book, but he has more than three decades in big business to understand first hand what he is writing about.

Change and innovation management is not a new story, but **Herbold** brought a new and fresh perspective to it. Two of his best examples were Kodak and Sony. He came up with a great quote from the Kodak CEO who was fired or quit --- this is the second guy in the job who had 25 years at Kodak --- and who said that he knew digital cameras would take but the company beneath him was stuck in the culture of being a film company and was not ready or able to change.

(continued

below)

## Images from the 2007 Bob herbold event







