



# The Mormon Way of Doing Business: Leadership and Success Through Faith and Family

*By Jeff Benedict*

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Jeff Benedict examines the lives & careers of devout Mormons who have risen to the very top in American business circles, to show how the strongest Christian values can go hand in hand with a successful business career.

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### Editorial Review

From Publishers Weekly

Honesty, integrity and dedication to family and church may be old-fashioned values, but Benedict shows here that they jibe with tremendous success in the cutthroat world of business. In a conversational narrative, Benedict relates the stories of seven Mormon business leaders-five CEOs (including those of Dell Computers, JetBlue and Deloitte & Touche), one CFO (of American Express), and the former dean of Harvard Business School-to discover how these devout professionals tackle modern workplace problems. In order to meet the challenge of "winning and winning cleanly," Benedict doesn't proselytize, but rather draws practical rules from his subjects' stories and actions, such as "Compete within your power alley," "Own the high ground" and "Don't put yourself in a position to be tempted." He also shows what advantages stem from the tenants of a Mormon lifestyle, such as tithing, abstaining from drugs, avoiding work on the weekend, volunteering for Church leadership positions and raising large families. With the exception of a late chapter collecting his subjects' 9/11 experiences (which includes the unfortunate section title, "Losing \$150 Million in One Day"), Benedict's point is clearly and entertainingly explicated: do you need to be Mormon to succeed in business? No, but it doesn't hurt.

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From [Booklist](#)

The picture that comes to mind when you think about devout Mormons may seem diametrically opposed to the idea of the ruthless and powerful corporate CEO, so it may come as some surprise that the heads of many leading corporations and organizations such as Dell, Deloitte & Touche USA, American Express, Black & Decker, JetBlue Airways, and Harvard Business School are Mormons. Investigative journalist Benedict (a Mormon himself) examines the lives of eight Mormon business executives, focusing on how their core values influence the way they do business. Flying in the face of the absolute pursuit of power and money, these execs put an emphasis on placing family first, keeping Sunday exclusively work-free, and not placing themselves above others or above their God. Not surprisingly, Benedict finds that the corporate environment and success rate under these leaders is outstanding. Religious beliefs notwithstanding, the examples here prove that leadership that values the human element and does not compromise integrity and the environment does not equate to a competitive disadvantage but rather the opposite. *David Siegfried*

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Review

"Author Jeff Benedict's reading is remarkably professional. Without sounding dispassionate, he stands back from a story that could easily have tapped into his pride or righteousness as a devout Mormon. His audible humility conveys respect for the sensibilities of his audience as well as for these distinguished executives." (*AudioFile* 2008)

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**Teresa Howard:**

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