

Seeing David in the Stone

By James B. Swartz, Joseph E. Swartz

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For the last twenty years, we have searched for answers to three timeless questions: How did some people find and seize the great opportunities of their times? What can we learn from them to help us find and seize great opportunities? How did great leaders help others (and organizations) to find and seize great opportunities? In this search, we studied the lives the works, the writings of, and the past research on many successful people, including Michelangelo Buonarroti, Winston Churchill, Marie Curie, Thomas Edison, Albert Einstein, Dwight D. Eisenhower, Galileo Galilei, Bill Gates, Abraham Lincoln, Fred Smith, Leonardo da Vinci, Sam Walton, Oprah Winfrey, and Frank Lloyd Wright. We discovered that these and other great innovators and achievers all took the same actions to find and seize the great opportunities of their times. It was these actions -- rather than heredity, traits, intelligence, environment, or work habits -- that made them more successful than others.

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Review
"This book distills the wisdom of the ages and presents it as a life-changing potion." --John Mariotti, Past President, Rubbermaid Office Products, CEO, The Enterprise Group

"A leadership book with teeth...a rare read that explains the theory, the action, and results." --William J. Kohley, Ph.D, Vice President, Spraying Systems Company

"...masterfully helps individuals and organizations find high-leverage opportunities. --Bryan Vrblik, President, The Presidents Forum, Inc.

About the Author
James B. Swartz has 26 years of industry experience as a physics researcher, a product design manager, a plan manager, and a director of lean productivity improvement for a $3 billion corporation. For the past 20 years, he has helped organizations find great opportunities. His clients have included 11 of the Fortune 100. he is author of The Hunters and the Hunted and is president of Competitive Action, Inc. He is a sought-after speaker, consultant, and workshop leader. He has an M.S. in Physics as a Bardeen Scholar from the Univ. of Illinois. Joseph E. Swartz received an M.S. in Operations Management from Purdue Univ. as a Krannert Scholar. He has 13 years of consulting experience, leading Lean-Six-Sigma manufacturing and engineering change. He is currently Director of Business Transformation for the St. Francis Hospital & Health Care Centers in Indianapolis, Indiana.

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