



Athletic CEOs

Leadership in Turbulent Times

By Stanislav Shekshnia, Veronika Zagieva and Alexey Ulanovsky

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An unorthodox model of effective business leadership in turbulent environments

‘Athletic CEOs is [...] a must-read for every leader who’s facing a challenging transformation in today’s chaotic business world.’

—Morten T. Hansen, Professor, University of California Berkeley, USA; coauthor of *Great by Choice*; author of *Great at Work*

‘INSEAD Professor Stanislav Shekshnia and colleagues capture the essence of the leadership challenge in turbulent times. Leaders today feel like athletes – learning and working 24/7 – and pushing to get better every day.’

—Mark C. Thompson, New York Times Bestselling Leadership Author and #1 Growth Coach

‘Athletic CEOs does not describe a leadership model that we most champion these days. [...] It puts a different array of leadership tools at our fingertips and even on an ordinary workday, there may be a tool in this kit that meets a need.’

—Whitney Johnson, Thinkers50 Management Thinkers; author of *Disrupt Yourself*

‘Athletic CEOs: Leadership in Turbulent Times’ presents an unorthodox model of effective business leadership for turbulent environments – Athletic Leadership. Athletic CEOs are not humble or empathic; their leadership is grounded in a combination of toughness and adaptability. They deliver superior performance and transform their companies, employees and near-environments by systematically applying a set of meta-practices.

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