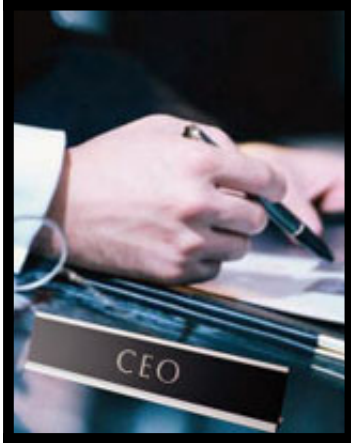


File Created by [Blogging Rebirth](#) WP Plugin

University of Iowa Prof: Don't Underestimate Leadership's Role in Business Success or Failure



Given this blog's focus on how employee retention tips and other people practices lead to a more productive workplace culture – and how leadership strategies such as succession planning reduce dependency of the business on key people if they leave or are otherwise taken out of the equation – a reader might conclude that decisions made in the C-suite matter less now than they once did.

This conclusion would be wrong, however, argues Tyler Leverty, assistant professor of finance in the University of Iowa's Tippie College of Business. According to this Newswise article, which references Leverty's paper "Dupes or Incompetents: An Examination of Management's Impact on Firm Distress," some CEOs significantly improve a firm's performance, while others hurt it.

Writes Newswise,

[Leverty] found ... good CEOs can remove their firms from regulatory scrutiny 8 to 16 percent faster than a poor manager. And in insurance companies that are going out of business, a more talented CEO can get a better return on the firm's assets by up to 10 cents on the dollar.

The takeaway is that events and other learning opportunities that deliver a good ROI for leaders are worth the investment – even in tough times. This is why Winning Workplaces is excited to partner with Inc. Magazine to host the Creating Competitive Cultures (C3) Conference in Denver on October 27-29, 2010. As Inc. says on their C3 website, CEOs and other attendees can expect to learn "the newest leadership strategies for developing the best possible company culture, one that results in a loyal, motivated, inspired, and focused team."

Click here to learn more about this event. You'll want to register by tomorrow, August 31, to get the early bird rate, a \$300 savings.

View full post on [Winning Workplaces](#)

You can also find this article published on [University of Iowa Prof: Don't Underestimate Leadership's Role in Business Success or Failure](#), and on the tag pages [Business](#), [Don't](#), [Failure](#), [Iowa](#), [Leadership's](#), [Prof](#), [Role](#), [Success](#), [Underestimate](#), [University](#).