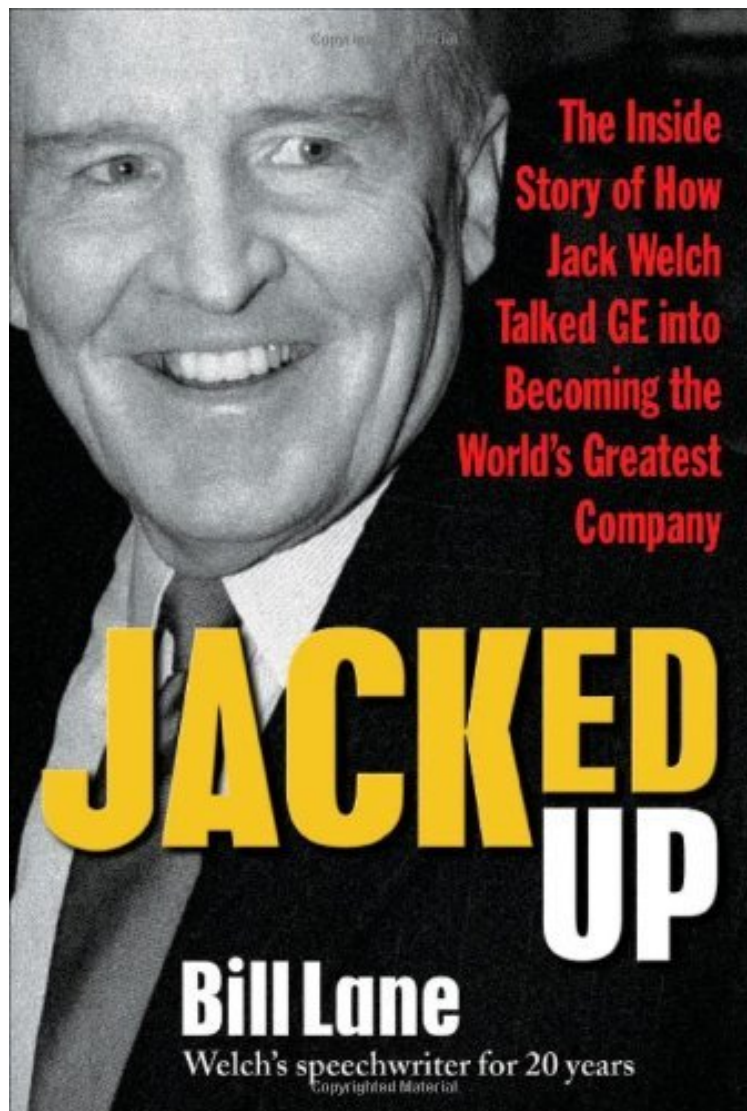


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## Jacked Up: The Inside Story of How Jack Welch Talked GE into Becoming the World's Greatest Company

Bill Lane

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**Bill Lane : Jacked Up: The Inside Story of How Jack Welch Talked GE into Becoming the World's Greatest Company** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Jacked Up: The Inside Story of How Jack Welch Talked GE into Becoming the World's Greatest Company:

6 of 6 people found the following review helpful. Jacked Up, by Bill Lane By Edward O. Wolcott A well written book that gives a detailed, positively biased picture of Jack Welch, and his frenetic, profane style of management at GE. It also has some useful advice on presentations in general. This book is recommended reading for anyone who wants to a

more complete picture of what life at GE under Jack Welch was like, and some sound advice on making good presentations to any audience. The main shortfall of this book was there was not much discussion on how Jack handled some of his major headaches, such as the rotary refrigerator compressor debacle, the Joseph Jett scandal, and the PCB's in the Hudson river problem. The only problem area that was discussed in any detail was the robotics endeavor problem. Seeing how Jack and his crew, who were supposedly experts at seeing through misleading data, handled these problems, would have been helpful. 0 of 0 people found the following review helpful. Great Info on Presentations By K. Newcomer I worked for GE for five years after Jack Welch was CEO so I heard a lot about him and read and wrote about him in my MBA Program. When I purchased the book I was not really interested in reading about GE, but I saw a quick review where Jack Welch thought the book would be interesting as Bill Lane in entertaining. While reading I did not really learn anything about GE, but found the advice on making presentations valuable. Giving a presentation at GE and to Jack Welch may be different (or simply more intimidating) than some smaller or even larger companies, but the sound advice is the same. Besides some good, funny stories about GE and executive training some good advice throughout: Root cause of presentation disasters: The belief that what you think is so important is also considered to be so by the audience. All first draft presentations are too long and should be cut, along with second, third, and fourth drafts. Never ad-lib a presentation. Never walk into a room without knowing everything about the audience. Most failed pitches had flaws in the preparation (or lack of preparation). Be serious and exclude any parts that may get you accused of being "flippant". Never get up and do the same pitch over and over. Never do it twice in front of the CEO or people who can influence your career. Show intellectual growth, new data, new anecdotes or new thoughts. Get help from someone who has presented in front of this individual before. Ask someone who is opinionated to review. I certainly found some good advice on how to present data and give formal presentations. One can make an argument the story and maybe some of the ideas are dated since this goes back a full generation. With that being said the premise is the same as today and the ideas still stick and will service anyone looking to advance or in a high level job well. 0 of 0 people found the following review helpful. Inside Jack Welch's GE By Willard L. Vaughan I read *Losing It* before *Jacked up* by Bill Lane, it would have been better to read *Jacked up* first. Both books are like the wizard of oz. The green curtain is pulled back revealing the amusing exposure of the rarefied Life in one of the largest company's in the US. While Bill's style of writing is entertaining and has a certain amount of humor there is something to be taken away by those in management that are required to make presentations in their company's management meetings. Jack Welch changed GE's management meetings from a auditorium of attendees texting on their Blackberries or waiting to fill their Bull Shit BINGO cards with the current buzzwords such as "home run", "proactive", "push back", "no-brainer" "synergy". If your presentation did not Identify a problem, present a solution and data indicating how the attempted solution played out your career in GE was on a fast track to a generous separation package and out the door.

AN INSIDE LOOK AT THE GENIUS OF GE Bill Lane was Jack Welch's speechwriter for 20 years. In the first book by a GE insider, Lane shows that the real secret to Welch's immense success as a leader was Welch's ability as a master communicator. Welch launched a communications revolution that took GE from a ponderous supertanker of a company, to what Welch called a high speed "cigarette boat"; capable of radical moves and rapid learning from the best institutions in the world. *Jacked Up* gives you a front row seat to Welch's twenty-year campaign to transform GE. Lane's first-hand, fly-on-the-wall account reveals some of Welch's most vivid and exciting moments, including: An analyst's presentation in Florida, where Welch's angry remarks ignited GE's stock growth A packed GE classroom at Crotonville, N.Y., when Welch and Bob Nardelli decided to stop construction on a multimillion-dollar investment based on a class presentation Welch's frank and hilarious explanation for financial services superstar Gary Wendt's departure from GE Meetings with his top advisors, where Welch dissed dull presenters and lavished kudos on articulate managers You'll learn Jack's simple, often brutally enforced guidelines for "making a great pitch", and how Welch practiced them himself in his memorable appearances before employees, financial analysts and customers--and his zero-tolerance of BS. You'll witness laugh-out-loud-funny cameo appearances from boldface names like Southwest Airlines Herb Kelleher, Don Imus, Jack's ex-wife Jane Welch, Conan O'Brian, and "Triumph, the Insult Comic Dog". And you'll understand exactly how every leader can master the art of communication, to teach and inspire, shock and provoke, all at the same time. This is Jack at his out-and-out best. This is the only book a leader or aspiring leader will ever need on effective communications.

From Publishers Weekly Does the world really need another book on Jack Welch? While the former GE CEO is an acknowledged superstar of the business world, he has written and been written about in so many books in this genre that regular visitors to bookstore business sections may find themselves growing weary. One thing's for sure--if you're going to write another book centered on Jack Welch, it better be good. Luckily, this volume doesn't disappoint. Written by Bill Lane, Welch's speechwriter of 20 years, this book documents GE's Welch years and offers general advice. While completely deferential to Welch--sometimes to a fault--Lane is a great observer and writer, bringing the spirit of Welch's GE tenure alive through anecdotes, conversation and explicit details that reveal what strategies

worked to advance careers or end them. Italicized advice tips that summarize communications tips and strategies round out various chapters like a stream of consciousness whisper. While this book's primary appeal will still be to Jack Welch junkies, the author's insider tone and great style make an interesting read for a wider audience. Copyright © 2001 by Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

**From the Back Cover**  
"Shockingly informative, unexpectedly funny, and a surprisingly good read about Welch's tenure as GE's CEO and CRO (chief rhetoric officer)." -Strategy + Business magazine

**When it comes to leadership, DO YOU KNOW JACK? NO MORE REPORTS:** Jack got quiet for nearly a full minute, and stared down at the table with the semi-scowl that meant some kind of processing was going on. Then he said, loudly and decisively: "No, no, no! We're not doing this any more. No more reports." We're sick of reports. The only pitches that are worth anything are when you tell people what they ought to do. Otherwise it's just a waste. And so it began, gradually, that GE began to move from a self-absorbed corporation to what Welch would later describe with much pride as "a real learning company."

**A SHOUT FROM THE BATHROOM:** One day Jack brought a copy of a letter he had been sent. It was written by one of our very senior business leaders "explaining" some Corporate initiative. The letter made no sense, and Jack read passages of it aloud, with inflections that emphasized the absurdities in what the man had written. Finally he stopped laughing long enough to render his final criticism. "It's like something he yelled out the bathroom door to his secretary while he was sitting on the can. That's exactly. This is a shout from the bathroom."

**THIS IS JACK: UNCENSORED, IRREPRESSIBLE, AND UNBEATABLE**

About the Author: Bill Lane joined GE as a speechwriter in 1980, after seven years at the Pentagon. From 1982 to 2001, he was Manager, Executive Communications for the Company, and Jack Welch's speechwriter.