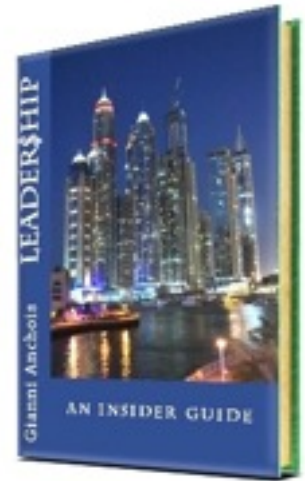


Interview with Gianni Anchois, author of ***“Leader\$hip, an insider guide”***.

On March 1st I was interviewed during the launch party of my new book. Below is the full transcript.



HOST - Welcome Gianni, tells us a little bit about why we are here today.

GIANNI ANCHOIS - Thank you. Today I'm launching my new book called ***“Leader\$hip, an insider guide”***. It's a book about leadership applied to the business world, specifically in areas like sales, marketing and business development. In the book I share the experience I accumulated over thirty years of work at many different companies around the world, and I provide practical examples, reflections and reference frameworks to help you make sense of the mysterious world of leadership. I had a lot of fun writing it, I hope it will provide valuable information and be fun to read too.

HOST - Why did you write this book?

GIANNI ANCHOIS - The main reason for writing this book was to share my insights. I believe there's a lot of value in sharing experiences, and I'm sure readers will easily relate to the situations I describe and analyse in my book. I tried to provide a fresh perspective to behaviours and practices, and make available additional lenses for you to use in interpreting and learning about key leadership traits.

I also tried to be entertaining as we all know that business books can be not exactly enjoyable to read!

HOST - What is your book about?

GIANNI ANCHOIS - As I said the book is about leadership applied to the business world. It tries to deconstruct and isolate the key building blocks of leadership through real life examples and occurrences. I ask

fundamental questions like “do you know why you're in business?” or “do you have clarity of roles”, and “do you know which are the right clients for your business, how to win them and keep them?”. Then I try to provide original answers and sketch innovative approaches to answer those questions, building on the leadership traits that I believe are the most important to succeed. I try to provoke some discussion by tackling conventional problems with unconventional solutions, or at least that's how the mainstream business world would call them. But it's all very practical and based on real life situations.

HOST - What are your objectives for this book?

GIANNI ANCHOIS - Writing a book, I think, is a very selfish thing, very personal. At the same time, you are also trying to share information, that you believe is valuable, with others, so it becomes very unselfish! You may be in the business of selling books, so in that case your objective is financial. In my case, this being my first published book, it's actually because I want to foster engagement. I aim to get comments and feedbacks from my readers, and start a conversation that will ultimately benefit both parties. It will help us develop and grow. I would not mind selling a few thousand copies though! No, but seriously, I think you need to have clear objectives from the very beginning, so these are mine.

HOST - Why did you self publish?

GIANNI ANCHOIS - The decision to self-publish was based on two reasons. First, by self-publishing you have full control on what you get out there. Nobody will meddle with your manuscript, no middle-men, nothing. And that is good. Secondly, I wanted to learn about the process of publishing a book. Like any writer would tell you, the real fun is the writing part. However, I wanted this to become an opportunity to get familiar with the nitty gritty details of publishing. From evaluating the best platforms to the editing, formatting and proof-reading process. So I guess I was more kind of looking for a complete experience and learning opportunity rather than just get my book published. I also wanted to do as much as possible by myself, which was a challenge in itself!

HOST - How do you feel when you self-publish your book?

GIANNI ANCHOIS - It's an interesting feeling. Actually, to be honest, it's a mix of feelings. I compare it to standing naked among people you don't know. They can all look at you and judge you. So for example it was harder to decide what to leave out of the book than what to put in. Some of the things in my book are very personal, and some were even painful to write, in a way. I was putting myself out there, you know, what you see is me, good or bad. So definitely a mixture of feelings, but really very exciting to have finally achieved it. Can't wait to see what my readers think!

HOST - Why did you choose Amazon?

GIANNI ANCHOIS - So I chose Amazon as a platform for a number of reasons. I tried most of them: Lulu, Blurb, Booktango, Draft2Digital, and more. And that was because I was going through the process of learning something new. But at the end Amazon was really the easier to use. Maybe not the best in terms of revenue share, but certainly the experience of publishing was the easiest one. And also clearly for the brand, I mean Amazon is obviously such a huge and well-known brand that I thought I would have the best way of making people aware of my book.

HOST - Why do you quote Michael Crichton?

GIANNI ANCHOIS - Michael Crichton is obviously a very popular author, who I like very much. The reason for quoting him is that I thought that some of his quotes were very relevant to the topic I was covering in that specific chapter. So for example "easy always beats hard" refers to the fact that in the business world we have a practice of over-complicating things. Most of the time there's no reason to do that. Another example is the obsessive search for consensus, often disguised as being politically correct. My point is that you should stir a controversy more often than seeking consensus, if you want things to move forward. So I used Crichton's quotes as a catalyst for what was going to come later in the chapter, and a way of referencing important topics. I hope I achieved that.

HOST - What are the leadership models that inspired you, and why yet another book about leadership?

GIANNI ANCHOIS - My book is about leadership because I think that leaders are the ones who enable everybody else to do their best. It's leadership with a small L, meaning the kind of leadership that doesn't necessarily change the world, but enables and boosts people's ability to shine. For me the definition of leadership is being able to provide the context for others to perform to the best of their abilities, to provide a sense of purpose and belonging. It's the day by day leadership, leading by example, leading with unselfishness, with curiosity, openness, by helping others, by sharing.

I also believe that leadership is a trait anybody can develop, you're not born with it. That's why it's important to offer models and examples, so that more individuals can develop into worthy leaders.

HOST - So what are your expectations now that the book is out?

GIANNI ANCHOIS - I'm really very proud of my book. It's great to launch it today, and for sure I consider this to be the beginning of a journey. I look forward to engaging with my readers, to read their comments, to get their reviews. That's the way we all collectively grow. So I really hope you will buy it, read it, make it yours. I hope you will enjoy reading my book as much as I enjoyed writing it.

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Gianni Anchois is a writer, blogger and technology enthusiast, with a background in electronics engineering, computer science and marketing. He has worked at Olivetti, Italia Online, Yahoo! and Hewlett-Packard, in places as far apart as Europe, Latin America and the Middle East. His experience spans across sales, marketing, IT services, business management, e-commerce. Currently based in Italy near Milan, when not working Gianni plays guitar in a blues band, enjoys traveling with his family and loves reading, sports and photography.

“Leader\$hip, an insider guide” is his first book.