
The Ride of a Lifetime Summary PDF Cheatsheet —

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? 1. Love Exertion: Learning to work towards a better future

Bob Iger has an outstanding work ethic, necessary to become the CEO of a massive company like Disney. From a young age he always woke up early, his father taught him to spend time productively, and he worked many discipline-promoting jobs as a teenager.

? 2. Pursue Perfection: Raising our standards far beyond “good enough”

In 1974, Iger began his career at ABC, doing manual studio work. At ABC Sports he met Roone Arledge, a career mentor who demonstrated the importance of embracing new things and relentlessly pursuing perfection.

? 3. Lead With Calm: Remaining optimistic and showing humility

Bob was promoted rapidly to become president of ABC Entertainment when he was just 37! When leading, he tries to project calm, optimism and humility. It's about staying focused in the face of challenges and admitting freely when we don't know something.

? 4. Encourage Risks: Giving critical feedback with empathy and respect

To succeed in the media world, Iger knew he had to encourage his people to take risks. So when giving critical feedback to a creative person, he would start with the positive and make sure they knew he had faith in them.

? 5. Focus on the Future: Becoming Disney's CEO at a tough time

In 1995, Disney bought ABC/Capital Cities. The company struggled and Disney CEO Michael Eisner resigned in 2005. Bob Iger convinced the board to make him the new leader by talking about his future plan rather than justifying past failures, and focusing on only 3 big points.

? 6. Take Long Shots: Our odds are often better than we think

In 2006, Disney bought Pixar for \$7.4 billion. Before, people wouldn't have thought it was likely, but Iger took the shot anyway. He made the deal happen because he believed Pixar could uniquely revitalize Disney Animation and provide valuable intellectual property.

? 7. Sacrifice the Short-Term: Spending money now to make more later

Disney bought Marvel in 2009, Star Wars in 2012, and (most of) 21st Century Fox in 2019. It was all about investing billions now, to buy assets they expected to pay back even more money in the future.

This is just a sample!

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