

Rebooting Work: Transform How You Work in the Age of Entrepreneurship

By Maynard Webb, Carlye Adler

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From Silicon Valley leader Maynard Webb, how we can leverage technology to change how we work

Maynard Webb has always been the go-to guy when Silicon Valley companies have thorny problems. Whether revamping eBay's crashing servers (transforming their technology weaknesses into a competitive strength) or investing in emerging technology start-ups, Webb brings strategic and operational savvy to every issue and venture. In his first book, Webb brings this same focus to tackle outdated models of work, created a century ago, which no longer sync up with either individual or employers' needs.

Through a unique framework, Webb identifies 4 different mindsets around work (the company man, CEO of your own destiny, disenchanted employee, and the aspiring entrepreneur). It organizes those who are self-motivated versus those who are waiting to be discovered and aims to give readers the tools to become more self-actualized, happier, and ultimately more fulfilled in their careers. In identifying a paradigm shift that is already under way, Webb demonstrates clearly how to harness technology to embrace our own personal happiness, allowing people to become more productive at work and also spend more time with their families.

- Contains a framework that demonstrates how we can leverage technology to create better job opportunities and foster more balanced lives
- Written by Maynard Webb, chairman of LiveOps, former COO of e-Bay, founder of Webb Investment Network (WIN), and board member of Yahoo! and salesforce.com
- Includes personalized worksheets and empowering action-oriented advice

Rebooting Work reveals how anyone can take control of his or her own future, finding greater fulfillment, productivity, and happiness.

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Editorial Review

Amazon.com Review

Q & A with Maynard Webb, author of *Rebooting Work*



Maynard Webb

Why did you write *Rebooting Work*?

Despite the fact that media headlines are reporting that the workforce is in a doom and gloom situation, this is one of the most exciting times in the history of work. Just as the Industrial Revolution was defined by manufacturing that gave people jobs, today's IT revolution, defined by new technologies, is giving people more flexible and empowering opportunities for work than ever before. The workforce is evolving, and many of our current practices and methods around work must change radically--we can no longer tackle today's issues with antiquated solutions.

What do you hope the reader will take away from this book?

I want readers to understand that the way we currently work isn't working and that there are tangible ways to fix it that will make people's lives more fulfilling and make companies more competitive. So many people are unhappy with work; one survey found that only 45% of Americans were satisfied. When adults spend more of their waking hours at work than anywhere else, shouldn't it be a place of inspiration and innovation? New technologies let us work from wherever we want and get rid of the standard 9-to-5 workday, expensive office buildings, and unpleasant commutes.

How can individuals and companies embrace this new era of work?

We have moved away from the Age of Paternalism, which embraced the idea that companies would take care of their employees and employees would be loyal to their companies. People aren't staying at companies for 25+ years anymore, and frankly, companies aren't even lasting that long. The future of work will be one based in meritocracy--talent will be valued over tenure and individuals and companies will need to be voted onto the team each and every day.

Describe the book's unique framework.

I came up with the book's framework after investigating what specific aspects of work are unsatisfying and what steps we can take to transform how we view work. It explores four different mindsets: the Company Man or Woman, CEO of Your Own Destiny, Disenchanted Employee, and Aspiring Entrepreneur. Everyone goes through different mindsets during their career--there are times when you are very content being the Company Man or Woman and other times when you feel unappreciated and disenchanted. The important thing is to identify your mindset and take actionable steps to define and reach your goals.

How does one go from the Disenchanted Employee (Frame 3) to becoming the CEO of Your Own Destiny (Frame 2)? What specific things should someone do or change?

All of us have had days where we feel unappreciated, but taking a victim's perspective can be a dangerous thing. The Disenchanted Employee mindset embraces an attitude that someone else owns you and is responsible for your success or failure. However, that's not today's reality--you have an ownership stake in your success. A Disenchanted Employee needs to seek new inspiration to feel empowered. This can be through new roles and responsibilities, a new job, or finding a mentor.

What are some lessons you have learned through your own work experience?

It's all about integrity, do what you say and say what you do. It's important to have a great attitude--you may be brilliant and talented but if you're hard to manage, it's very easy for an employer to find someone else. Always try to work for a higher purpose. At eBay we didn't sell stuff from people's attics; we actually created e-commerce and empowered a generation of entrepreneurs. Make it a priority to expand your sphere of influence. I owe a lot of my success to the many mentors I was fortunate to have in my life. Take time to sit back and reflect and never forget to be brave and be bold.

Review

#3 ***New York Times*** Best Seller (Hardcover Advice, How-To, and Miscellaneous)
#6 ***New York*** **Times** Best Seller (Hardcover Business)
#2 ***Wall Street Journal*** Best Seller (Hardcover Business)
#9 ***Publishers Weekly*** Best Seller (Hardcover Nonfiction)
#9 ***Entertainment Weekly*** Best Seller (Hardcover Nonfiction)
#8 ***Los Angeles Times*** Best Seller (Hardcover Nonfiction)
#10 ***Washington Post*** Best Seller (Nonfiction)

“You can't have everything you want, but you can have the things that really matter to you. *Rebooting Work* shows you how to make the right changes to get the most out of work—and life.”
—Marissa Mayer, CEO, Yahoo!

“Maynard Webb is one of those rare individuals who sees tremendous possibility where others see problems. In *Rebooting Work*, he applies to individuals the same intuition and expertise that helped leading companies embrace technology and prosper. This is a terrific guide for anyone who wants not just a fulfilling career, but also a fulfilling life.”
—Howard Schultz, chairman, president, and CEO, Starbucks Coffee Company

“The world is changing faster than ever. The social, mobile, and cloud technologies that are being rapidly adopted provide amazing new opportunities to engage with customers and employees, and fundamentally change the way we need to manage our companies. *Rebooting Work* outlines how tomorrow’s successful companies must completely rethink how they work to engage and motivate people.”
—Marc Benioff, chairman and CEO, salesforce.com; author, ***Behind the Cloud***

"*Rebooting Work* covers a fascinating topic—the future of work—and nobody is better qualified to write about it than legendary Silicon Valley company builder Maynard Webb."
—Marc Andreessen, co-founder and general partner, Andreessen Horowitz; co-founder, Netscape Communications

"Maynard is one of the most effective leaders I have ever worked with. He knows how to blend innovation with execution at scale. *Rebooting Work* shares the practical insights and lessons from his experience."
—John Donahoe, president and CEO, eBay

"In order to succeed you must have the courage to take risks. *Rebooting Work* outlines the reasons to choose change and gives readers a foundation for success."
—Brad Smith, president and CEO, Intuit

"Maynard Webb's old-school belief in working hard and shooting for the stars, combined with his understanding of cutting-edge technology, is the playbook for winning at whatever you do."
—Jed York, CEO, San Francisco 49ers

"People do not like to be managed, but they love to be led. *Rebooting Work* introduces a new vision for work and Maynard Webb leads readers to a place they want to go, one that has less traffic congestion and a better work-life balance."
—Scott McNealy, co-founder, Sun Microsystems; chairman, Wayin; founder, Curriki

"In every corner of society, there are optimists, agitators, and rabble-rousers—people who have never lost hope that it is possible to create change. Maynard Webb has created economic and technological change through so many companies he's helped build. In *Rebooting Work*, he takes his message of hope to change how the world works."
—Jeffrey Skoll, founder and chairman, Participant Media; founder and chairman, The Skoll Foundation; former president, eBay

"As you go and pursue career goals, it's important to do something that you love. *Rebooting Work* acknowledges the importance of putting passion and purpose in work. Maynard Webb—Silicon Valley's go-to guy to get stuff done—gives you a framework to help you get there."
—Jeffrey Housenbold, president & CEO, Shutterfly

"Rebooting Work is as profound as it is a pleasure to read. Not only will this book help you achieve the happiness that comes with being fulfilled, itwill also help companies achieve far more by cultivating and supporting motivated and high-spirited people."
—James M. Citrin, leader, CEO and board practice, Spencer Stuart; author, *You Need a Leader, Now What?*

"The social and mobile revolution is forcing customer service contact centers to go social or get left behind with decreased customer loyalty and loss of market share. We're seeing companies transform their businesses and reach new heights of success by integrating social and mobile capabilities in their customer service contact center. *Rebooting Work* takes a different angle on the revolution—how this positively impacts individuals—and shows anyone how to get on board."
—Marty Beard, president and CEO, LiveOps

"We are all entrepreneurs, accountable for our own professional destiny—whether we are launching a technology start up or working in a large corporation. This unique and accessible book is one big Silicon Valley mentoring session, delivered by a battle-tested executive with a can-do attitude."
—Thomas J. Tierney, co-founder and chairman, Bridgespan Group; former CEO, Bain & Company;

co-author, *Aligning the Stars* and *Give Smart*

“Maynard Webb understands the importance of thinking big and starting small. *Rebooting Work* is an engaging and informative book that helps readers find clarity of purpose. It will influence entrepreneurs for years to come.”
—Jim Goetz, general partner, Sequoia Capital

“Enlightening, entertaining, extremely practical. Maynard Webb has given us the best kind of business book: a treasure-trove of practical wisdom woven into a fascinating story. If you are looking for a highly-readable map to business success in the 21st century, look no further. Maynard Webb helped invent the new technological world we live in, and no one knows better how to channel the power of technology while maintaining the essential heart-connections that allow work to be a source of joy and life-satisfaction. Get this book! Reading *Rebooting Work* could well be the best investment you make this year.”
—Gay Hendricks, Ph.D., author, *The Big Leap* and *The Corporate Mystic*

“Seeing trends in technology early is what matters. Maynard Webb sees them early, and *Rebooting Work* covers what’s next in IT and how to use it to transform work and your life.”
—Matt Carey, executive VP and CIO, The Home Depot

“A near perfect storm of digital technologies has enabled the emergence of electronic marketplaces for everything from stocks to antiques. In *Rebooting Work*, Maynard Webb compellingly illustrates the emergent electronic marketplace for jobs and the profound implications this has for our careers.”
—William A. Thornton, former CTO, Fidelity Investments

From the Inside Flap
"Maynard Webb's old-school belief in working hard and shooting for the stars, combined with his understanding of cutting-edge technology, is the playbook for winning at whatever you do."
—**Jed York**, CEO, San Francisco 49ers

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In identifying a paradigm shift that is already under way, Webb demonstrates clearly how everyone—employers and employees—can harness technology to become more productive at work, embrace personal happiness, and even spend more time with our families. With personalized worksheets and empowering action-oriented advice, *Rebooting Work* will help anyone reap the benefits of reimagining the way we approach work today.

Users Review

From reader reviews:

Doris Anderson:

The guide with title Rebooting Work: Transform How You Work in the Age of Entrepreneurship has a lot of information that you can understand it. You can get a lot of gain after read this book. This specific book exist new know-how the information that exist in this book represented the condition of the world at this point. That is important to yo7u to know how the improvement of the world. This particular book will bring you in new era of the syndication. You can read the e-book with your smart phone, so you can read it anywhere you want.

Richard Freed:

Typically the book Rebooting Work: Transform How You Work in the Age of Entrepreneurship has a lot associated with on it. So when you read this book you can get a lot of help. The book was authored by the very famous author. This articles author makes some research ahead of write this book. That book very easy to read you can get the point easily after perusing this book.

Lynn Bailey:

Reading a book to become new life style in this season; every people loves to learn a book. When you examine a book you can get a lots of benefit. When you read books, you can improve your knowledge, simply because book has a lot of information on it. The information that you will get depend on what types of book that you have read. If you wish to get information about your study, you can read education books, but if you want to entertain yourself you are able to a fiction books, this sort of us novel, comics, in addition to soon. The Rebooting Work: Transform How You Work in the Age of Entrepreneurship will give you a new experience in studying a book.

Tom Harris:

What is your hobby? Have you heard in which question when you got college students? We believe that that question was given by teacher on their students. Many kinds of hobby, All people has different hobby. And you also know that little person like reading or as looking at become their hobby. You must know that reading is very important along with book as to be the thing. Book is important thing to include you knowledge, except your personal teacher or lecturer. You discover good news or update with regards to something by book. Different categories of books that can you choose to use be your object. One of them are these claims Rebooting Work: Transform How You Work in the Age of Entrepreneurship.

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