

**Bob Iger's The Ride of a Lifetime**  
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Bob Iger just retired this year as CEO of The Walt Disney Co. He ran the company from 2005-2020 and was number two guy from 2000 to 2005 under the more well-known Michael Eisner. I tend to read more autobiographies and biographies of entrepreneurs. One of my favourites is Phil Knight's book Shoe Dog and the story of Nike but I am also glad that I picked up Iger's book.

Iger was raised on Long Island by a father who suffered from manic depression and a loving mother, he also had a younger sister. He became a voracious reader in high school and was reading the New York Times by the age of ten. He studied marketing at university and landed a job at ABC and eventually ended up at ABC Sports. During his time there, ABC Sports became the NO.1 sports show under the tutelage of Boone Arledge. After ABC was bought out by Capital City and then by Disney, Iger continued to impress his bosses and moved up the hierarchy until he was running the whole media giant.

What Iger does along the way is show the foibles and the genius of all the mentors he had during that incredible ascent. He reveals the egos and pettiness of some of the most respected business people of our time. He also offers abundant praise for those above and below him that helped make him the leader that he eventually became.

Once he began running Disney in 2005, his major insight was to see that content was the future of Disney. This vision has borne out with the phenomenal success of Disney's streaming service that is expected to hit over 100 million subscribers soon. This kind of growth is only possible because of Bob's purchase of Pixar, Marvel, Lucasfilm's (Star Wars) and the non news portion of 21st Century Fox. Without this content to woo viewers Disney would not be the media success story of 2020 that it is.

Along with stories of these purchases we also get to meet Steve Jobs, George Lucas, Rupert Murdoch and many other leaders that have shaped our culture.

Iger outlines his ten leadership lessons that alone are worth the price of the book. Though the ten lessons are titled like your typical business book drivel such as Integrity, Fairness, Courage, Optimism, Focus, Decisiveness, Curiosity, Thoughtfulness, Authenticity and the Pursuit of Excellence, Bob puts his unique insight into each that is drawn from his vast career experience. He states often in the book that though he did not have control over many things, he could always out work anyone.

Though there are times that the reader gets the feeling that he is pulling some punches on some of the darker characters he comes across, this becomes understandable when we find out that he has a political career in mind after Disney. He did retire as CEO in early 2020 but has come back as Executive Chairman during the pandemic. His name is currently being bantered around as possibly Biden's Ambassador to China. He spent a lot of time in China over the years with ABC Sports and he was instrumental in opening the first theme parks there, so the job may be a good fit for him to launch into politics.

Bob Iger comes across as fundamentally decent person, with a lot of business experience that he is willing to pass on honestly. Plus, there are great stories about famous people that satisfies the gossip in all of us. So, if you want to learn while being entertained, order *The Ride of a Lifetime*.