



The Self-Made Billionaire Effect: How Extreme Producers Create Massive Value

By Rudolf Otto Wiemer

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There are about 800 self-made billionaires in the world today. Twenty-five years ago there were only a fraction of these individuals. So why is the talent gap continuing to widen? And what can we learn from them? John Sviokla and Mitch Cohen set out to answer these questions in the first ever systematic study of self-made billionaires. Drawing on extensive research 120 thorough interviews of different billionaires, the authors explore how billionaires - as creators of mass value - take action, find success, and are different from even some of the world's best leaders and executives. Mitch and Cohen explain that the work landscape is divided into two camps of people: the producers and the performers. While performers - people who are able to execute their work quickly and efficiently - are important to any company, it is the producers who are ultimately the most valuable to any organization because they can bring something new to the table that is of incredible value. This book provides exclusive and fresh insight into the minds and actions of Producers and shows how anyone can develop, practice, and hone these habits to achieve greater success in their career. From this, you will learn a new approach to selecting and managing talent that will catalyze value creation, blaze trails with accelerating returns, and revitalize your business. By adjusting your business to focus on developing Performer personalities, you will encourage incredible innovation and cultivate massive value like never before.

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About the Author

John J. Sviokla is the Leader of Global Thought Leadership with PwC (PricewaterhouseCoopers) Advisory. In addition to his client work, he serves on the firms Advisory Leadership Group and Global Thought Leadership Council, as well as leading The Exchange-an ongoing think tank for clients and world-class business leaders. Mitch Cohen is PwC's Vice Chairman responsible for Strategy as well as the New York Metro Region. He is also engaged in a variety of activities related to the PwC's global network.

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