



SOCIETY OF ACTUARIES

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Book Review: Survival of the Savvy:

High Integrity Political Tactics for Career and Company Success

by Daniel L. Shinnick

When I began reading this book, I didn't like it. It kept telling me what I was doing wrong as an actuary—I'm not used to being wrong. When I finished this book, I was convinced that it would benefit every actuary.

The authors have developed a simple construct to help the reader understand their political style (yes, we all have one!) and how to operate in a business environment. They put people on a spectrum with the far left being "power of ideas" people and people on the right being "power of person" people. An important point they make is that any style is not inherently good or bad.

together ideas and people to help your organization to be successful. The authors refer to this as impact with integrity.

The book helps you determine your style and the style of people you work with. Then, the authors give many strategies to help you be effective in your organization. □

Book Info

Brandon, Rick, and Marty Seldman, 2004, *Survival of the Savvy: High Integrity Political Tactics for Career and Company Success*, \$17.16, Simon and Schuster, 320 pages, ISBN 0743262549



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The Organizational Savvy Continuum

Power of Ideas ←	→ Power of Person
• Substance power	• Position power
• Focus on feedback and learning	• Focus on image and perception
• Do the right thing	• Do what works
• More open agenda	• More private agenda
• Meritocracy-based decisions	• Relationship-based decisions
• Results & ideas speak for themselves	• Self-promotion

It is easy for "power of ideas" people to think that "power of person" people are dishonest, shallow people who have never had an idea of their own, but succeed because they're political! On the other hand, it is easy for "power the person" people to think of "power of ideas" people as naïve, arrogant, know-it-alls who have no idea how to get things done with other people. Both of these views are obviously wrong; the "sweet spot" is when you can bring

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