

# LEARNING TO LEAD, LEADING TO LEARN

## LESSONS FROM TOYOTA LEADER ISAO YOSHINO ON A LIFETIME OF CONTINUOUS LEARNING

### REFRESHING, TIMELESS LESSONS FOR THOSE WHO CARE TO LEAD

In *Learning to Lead, Leading to Learn*, leadership coach Katie Anderson and Toyota leader Isao Yoshino bring you a remarkable book about what it means to learn, to lead, and to care. Created through years of collaboration, this book offers their shared reflections on leadership and learning, providing readers an inspirational experience that defies generational and cultural divides.



*"The only secret to Toyota is its attitude towards learning."  
- Isao Yoshino*

With a career that spanned nearly four decades at Toyota Motor Corporation, Isao Yoshino's stories help us understand how Toyota intentionally developed the culture of excellence for which it is renowned today, and how one person learned to lead so that he could lead to learn. Katie Anderson weaves together these heartwarming stories of personal discovery, and offers her own unique perspective on them, with the intention of helping you learn to lead and lead to learn.

### REFLECTION IS THE KEY TO LEARNING

Dive into *Learning to Lead, Leading to Learn* to discover the power of reflection as a source for learning. Uncover never-before-published "insider stories" from pivotal moments in Toyota's history and fascinating nuances that inspired the Toyota Way. And walk away with fresh insights and excitement about people-centered leadership, organizational excellence, and yourself.

If you've ever been mentored - in business or in life - by someone whose words, experiences, and perspectives changed you for the better, you know that an entire book of honest reflection and deep wisdom can have a profound impact on the world. For today's business professionals - dedicated to continuous learning and people-centered leadership - this is that book.

*Learning to Lead, Leading to Learn* is a beautiful, one-of-a-kind tapestry that will inspire both veteran and aspiring leaders to reflect and learn. It's a book for leaders of all levels, in any industry, anywhere in the world, who strive to create a culture of continuous learning and to lead with intention -- by helping others discover their best selves, while also developing themselves.

*"If leadership, lean, systems thinking, continuous improvement, company culture, learning, or storytelling bring you joy as they do me, you must BUY this book. If you are seeking the next step on your own journey of leadership transformation, then you must READ this book. If you want to become the leader you always knew you could be, then you must LIVE the lessons in this book. Thank you, Katie and Mr. Yoshino for your efforts and your results. The immortality gained from will **Learning to Lead, Leading to Learn** benefit generations to come."*

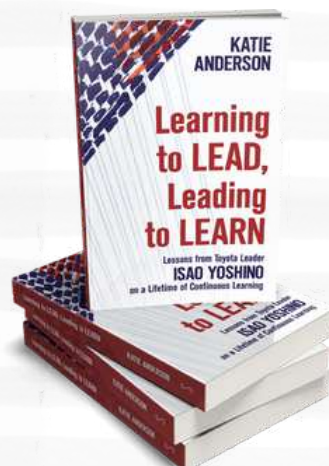
**- Richard Sheridan**

*CEO and Chief Storyteller at Menlo Innovations and  
Author of Joy, Inc. and Chief Joy Officer*

*"In **Learning to Lead, Leading to Learn** , Katie Anderson invites us into conversations with Mr. Isao Yoshino about his four decades of learnings at Toyota Motor Corporation. Together, book author and book subject extrapolate valuable lessons and insights from the fabric of the Toyota Way. The reader will walk along a distinctive journey of self-discoveries, experiments, failures, and successes in Toyota's and Mr. Yoshino's growth. These lessons can be translated to any level leader and in any industry. I encourage anyone who influences people in cultural change to embrace the shared wisdom in this book."*

**- Tracey Richardson**

*Founder of Teaching Lean Inc. and Author of The Toyota Engagement Equation*



**An Amazon  
International #1 Bestseller  
in Multiple Categories**

