

## Words of Praise for *Crucible Leadership*: *Embrace Your Trials to Lead a Life of Significance*

“When you read *Crucible Leadership*, Warwick Fairfax’s account of the ups and downs of his life and the lives of many famous leaders, you won’t be able to help but reflect on your own life and leadership. With themes such as faith, character, purpose, and vision, this book has lessons that will serve every leader well. Roll your sleeves up and start reading — it’s going to be an adventure!”

— Ken Blanchard, coauthor of the *New York Times* bestseller  
*The One Minute Manager*<sup>®</sup> and *Servant Leadership in Action*

“Warwick Fairfax weaves together history and his own fascinating life experience to offer a series of vital leadership insights. Whether you are responsible for a company, a foundation, an arts organization, or a government agency, you will find nuggets of leadership gold in this book. If you aspire to lead a group of people and to do so with integrity, self-awareness and a big, worthy mission, start reading *Crucible Leadership* today.”

— Nancy Koehn, James E. Robison chair of Business Administration, Harvard Business School  
Author, *Forged in Crisis: The Power of Courageous Leadership in Turbulent Times*

“Clear and compelling lessons about leading and living well, drawn from lived, sometimes painful personal experience. *Crucible Leadership* is filled with thoughtful reflection on what it takes to move beyond failures and setbacks to achieve new levels of success and satisfaction in business and life.”

— Joseph L. Badaracco, John Shad Professor of Business Ethics, Harvard Business School  
Author, *Step Back: How to Bring the Art of Reflection Into Your Busy Life and Leading Quietly*

“It’s rare to get an inside look at what it takes to bounce back from a big and very public failure, but Warwick Fairfax lived it and now shares it with all of us. The result: a riveting, honest, and, in the end, hopeful account of how to grow your leadership and build a meaningful life while doing so.”

— Sydney Finkelstein, Steven Roth Professor of Management, Tuck School at Dartmouth College  
Author of *Superbosses*, and host of the podcast, *The Sydcast*



“Having grown up in Australia, the Fairfax family was iconic, so I knew of Warwick Fairfax — and his brutal public fall — long before I came to actually know him as a friend. A humble leader with a servant’s heart, Warwick has penned a deeply profound book that will help anyone who’s ever been knocked down by life and yearns to make sense of their struggle and chart a more meaningful path forward. His hard-won wisdom, shared with utmost honesty, will help you come to see that those experiences you thought were ruining your path were really just revealing it.”

— Margie Warrell, CEO, Global Courage and columnist, *Forbes.com*  
Author, *You’ve Got This: The Life-Changing Power of Trusting Yourself*

“One of my favourite questions when interviewing people for a job is ‘Tell us about a mistake you’ve made and what you learned from it.’ The people who say they’ve never made a mistake don’t get hired. This is what *Crucible Leadership* is all about. Warwick Fairfax gives a searingly honest account of the mistakes he has made in his life and the lessons he has learned from those experiences about resilience, the importance of listening, keeping focused on your vision and living by your fundamental values. This is heartening and inspiring to anyone who has ever made a mistake as a leader — and that means all of us!”

— Dame Helen Ghosh, Master of Balliol College, Oxford

“*Crucible Leadership* is equal parts memoir and master class about overcoming life’s challenges to live and lead with purpose and significance. Few of us have known the kind of trials Warwick has experienced, but all of us can benefit from his inspiring, insightful exploration of moving beyond them. He has figured out exactly who he is (and who he isn’t) and how he can most effectively pursue his life’s vision — and he can help you do the same.”

— John Ramstead, CEO, Beyond Influence  
Host, *Eternal Leadership* podcast  
Author, *On Purpose With Purpose: Discovering How to Live Your Best Life*

“Warwick Fairfax’s early journey was a hard path to travel. But in the process of picking up the pieces and moving on, Warwick learned valuable lessons about identity, vision, and, most of all, faith. He shares those hard-won insights in this book to help us all gain a better understanding of how to handle the difficult times.”

— Jim Daly, President, Focus on the Family



“We love success stories (‘Wow! Look at them!’). We love failure stories (‘Serves them right!’). But the story that rarely gets the press is the most important story of all: how to find your way from failure to meaning and from meaning to authenticity as a leader. In *Crucible Leadership*, Warwick takes us by the hand and shows us the way.”

— Sheila Heen, Thaddeus R. Beal Professor of Practice, Harvard Law School  
Co-Author, *Difficult Conversations* and *Thanks for the Feedback*

“If you’ve ever failed and wondered if you would regain your footing, this book will encourage and equip you — not to try to be someone else, but to be fully and authentically who you are created to be. *Crucible Leadership* will inspire you to embrace the truth that each of us can lead somewhere. Drawing from his own public and costly failure at a young age, Warwick Fairfax unfolds a path of hope for those who determine to get back up. He illustrates the principles of crucible leadership through vulnerable disclosures about his own life, woven with parables and examples from leaders who have shaped history. You will find yourself drawn in by the stories, questions, quotations, and authentic counsel from one who has lived through what he counsels other leaders-in-development to consider.”

— Paige Comstock Cunningham, PhD, JD  
President, Taylor University

“The perspective Warwick offers in *Crucible Leadership* highlights the opportunity hidden within the setbacks and tragedies we all endure. I know from my own experience as a paraplegic plane crash survivor that life is won and lost above the shoulders, that emotional recovery is in many ways the toughest hurdle to clear when you’ve been through a crucible. Warwick has lived it, learned from it, and shares those lessons with admirable authenticity. This book is a gift.”

— Ryan Campbell, youngest pilot to fly solo around the world  
Author, *Born to Fly: The Inspiring Story of an Australian Teenager’s Record-Breaking Flight Around the World*

“Warwick Fairfax knows what it’s like to live a life, and pursue a destiny, that wasn’t his. He had many unkind names attached to him by critics after his failed takeover of the family media dynasty he stood to inherit — but he hasn’t let any of those false identities stick. He has persevered to create a new reality aligned with who he was created and called to be. *Crucible Leadership* is a bold declaration that our best life is one in which we offer the best of our true selves in service to others.”

— Esther Fleece Allen, author, *No More Faking Fine* and *Your New Name*



*“Crucible Leadership* is a deeply personal and engaging reflection on leadership. Warwick Fairfax understands what it is like to go through a terrible trial in business, to fail, and yet to be sustained by his faith in God and tutored by the experiences of history’s greatest leaders. He is refreshingly honest about his own part in these events and uses his experience to show readers a better way as they pass through the crucible of test and trial, and even failure.”

— Peter Jensen, Retired Anglican Archbishop of Sydney

“Warwick Fairfax has written a truly extraordinary book arising from the rebuilding of his own life after the crucible of catastrophic business failure. In Australia in 1990, John Fairfax LTD, a five-generation, multi-billion dollar family media business was lost, as he puts it, “on my watch.” Warwick shares intimately of his own life leading up to and including these very public events and their aftermath. Alongside this truly poignant autobiographical thread are masterful summaries of key moments in the lives of many notable leaders, combined with insight from the Bible and Christian experience. Now a qualified and experienced executive coach, Warwick equips us to better understand and respond to the crucible moments of our own lives and develop leadership-enhancing life skills. Relevant, insightful, refreshing, and practical; time spent in this book will make you a better person and a better leader.”

— Dr. Stuart Johnson, author of a PhD dissertation in history that examined John Fairfax and the mid-nineteenth century *Sydney Morning Herald*

“When all seems hopelessly lost ... when your world crumbles ... when an innocent mistake or a sinister injustice strikes ... can good come from the ashes of devastation and disappointment? Warwick Fairfax answers with a resounding “yes!” in *Crucible Leadership*. Your greatest heartache can actually open the door to the life you’ve always wanted! Having walked with Warwick for 20 years, I’ve personally benefited from the leadership lessons he espouses in this book — they have helped me become the leader I was designed to be. Apply them and discover that God can indeed work all things in your life for good.”

— Greg St. Cyr, D.Min, Lead Pastor, Bay Area Community Church, Annapolis, MD

Failure is not the usual starting place for books on leadership. It should be. *Crucible Leadership* is an excellent and essential read that equips all of us to overcome our own ‘thrown into the furnace’ challenges. Most importantly, it points us, as we bounce back from those crises, towards lives of lasting significance.”

— Keith Hendrick, Vice President, Financial Advisor  
Morgan Stanley Wealth Management



“We all face challenges and crucible moments. Few will face any as painful and public as Warwick Fairfax. His story is instructive, but the lessons he learned — and now shares with us — are inspirational. Read this book to be inspired to learn and take the actions that will make you a better leader.”

— Kevin Eikenberry, host, *Remarkable Leadership* podcast  
Co-founder, The Remote Leadership Institute

“Warwick Fairfax takes us behind the curtain of failure and disgrace in this honest account of the fall of Fairfax Media. It’s a powerful story and a must-read for every budding entrepreneurial leader. Learning to follow a vision that is your own, not anyone else’s, is the BIG lesson — and not an easy one. But he has come out the other side of his crucible to offer readers encouragement and action steps for overcoming the high expectations others place on us, ultimately recognizing that God wants us to live lives of significance.”

— John Sikkema, Director Global Partners and Board Member, Halftime Institute U.S.  
Executive Chairman — Halftime Australia  
Author, *Enriched: Re-defining Wealth*

“Warwick Fairfax recounts the amazing story of his \$2.25 billion takeover and the subsequent bankruptcy of the Australian media company his great-great-grandfather founded in the 19th century. He describes how he came to grips with this setback, which became a major turning point in his life. Fairfax illuminates powerful lessons in this timely book, helping us understand how to leverage our failures and live a rewarding life of significance and profound impact.”

— Michael Roberto, Trustee Professor of Management and Director of the Center for Program Innovation, Bryant University  
Author, *Why Great Leaders Don’t Take Yes for an Answer* and *Unlocking Creativity*

“We all have crucible moments in life — the problem is, when faced with them, we don’t have a construct to take action. Warwick brings to life in *Crucible Leadership* a construct that is actionable. I often say crisis catalyzes change and life should be a ruthless pursuit of passions, and Warwick takes that thinking and applies it powerfully here. This is a must read for all leaders!”

— Chris Tuff, author, *The Millennial Whisperer* and *Save Your Asks*,  
EVP, Partnerships & Growth, 22Squared



“*Crucible Leadership* is an inspiring and personal story of a remarkable journey that will find its way into your heart. Fairfax masterfully weaves his extraordinary life experiences into life lessons that will encourage and equip leaders to new depth and breadth of influence. He draws from eternal truths that are available and applicable to every leader; the result is powerful and even life-changing.”

— Rick Kempton, Superintendent/ Head of School  
Annapolis Area Christian School

“Warwick Fairfax is an inspiring leader whose words are empowering, authentic, and admirable. With *Crucible Leadership*, he’s written a book that goes far beyond simply laying out leadership tips. He touches your heart and inspires you to become the leader you were always meant to be by helping you overcome adversity and rise to personal triumph through courage, vulnerability, and perseverance.”

— Michelle Kuei, founder/mindset coach, Elevate LifeCoaching  
Author, *Perfectly Normal*

“Although business leaders are inclined to write books that promote their wins, with experience comes the understanding that people relate more to our failures than our heroic triumphs, especially when there’s an underdog, rebound story that follows. That’s the essence of *Crucible Leadership* — heartbreaking, crushing failure, followed by transformation and ultimate success that extends far beyond the bottom line. Chances are you’ve faced your own leadership crucible. If not, you will. Read Warwick’s story, find yourself in it and apply its inspirational and insightful lessons. You’ll be glad you did.”

— Michael Sipe, founder, 10x Catalyst Groups<sup>®</sup>  
Host, *The 10 Talent LeaderTalk*, Forbes Books Radio  
Author, *The AVADA<sup>®</sup> Principle*

“*Crucible Leadership* is a book you need to read with a pen in hand to underline concepts and a pad of paper to take notes — whether you’re a high school student or a seasoned professional. The key principles Fairfax presents through his personal story and of those of great leaders in history offer great insight as you navigate your own crucible, no matter where you find yourself on your personal journey.

— Peter A.S. Pfeiffer, Northeast Managing Business Development Director  
Northeast Managing Business Development Director, RSM US LLP





“In this era when people advocate for failing fast, there is an assumption that recovery is a quick, painless process that always results in success. In *Crucible Leadership*, Warwick Fairfax corrects our expectations by sharing the painful journey of losing a multi-generational media empire and the lessons he learned coming out the other side of the turmoil. With candor and transparency, he helps leaders navigate beyond their current crucible to identify a path to something more durable and satisfying than mere success: significance.”

— Paul H. Elliott, Human Performance Architect, Catalyte

“*Crucible Leadership* gives great insight into understanding ourselves as leaders, helping us to be the very best version of ourselves, as God intended and wants. Knowing Warwick for years, I know his story and have seen him live out what he shares in the book. I have seen him draw on his life experiences as he faced crucible moments, which has led to the great insights he shares in the book. I highly recommend this book for anyone wanting to live a life of significance and steward their leadership to the next level.”

— Michael Edmonds  
Chick-fil-A Owner

“It doesn’t matter whether you’re looking to bounce back from a setback or failure or learn from those who already have moved beyond their crucible moments, this book will inspire you to live and lead with purpose and significance. Warwick Fairfax provides a moving and vulnerable account of how we all can overcome extreme adversity when it inevitably strikes — and how to bring new vision and authenticity to our business and professional lives. If it’s true that failure is the greatest teacher, then consider this book Warwick Fairfax’s masterclass in resilience.”

— Bryan C. Price, Ph.D.  
Executive Director, Buccino Leadership Institute  
Seton Hall University

“In this inspiring book, former media mogul, Warwick Fairfax helps us to believe it is never too late to live a life of purpose, passion, and significance regardless of what life has thrown at us or any mistake we’ve made. From embracing our past, to finding our purpose, to crafting our vision, and leading a life of impact, *Crucible Leadership* is a powerful playbook to live a fulfilled life of meaning.

—Tommy Breedlove, Author, *Legendary*



“While we all have stories of business challenges and sometimes failures, Warwick Fairfax — with all the insight one gets from a recently minted Harvard MBA — lost a 150 year-old, five-generation family dynasty when his takeover bid failed in the early ‘90s. How do you come back from that? By finding out who you truly are in the face of adversity, mining the lessons in the depths of failure, and discovering what is uniquely yours to do — not what you inherit, but what you create. While we may debate whether leaders are born or made, there is little doubt that great leaders are formed from crucible moments. Warwick has turned his crucible into a life of service and has distilled the key lessons onto the pages of *Crucible Leadership*. This book can help you understand your own crucible, guide your own leadership journey, and prove an invaluable aid to finding what is yours to do.”

— Anthony Howard, Founder The Confidere Group  
Founder, The Socratic Leader Academy

