



# **Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO**

*Ray Zinn*

Download now

[Click here](#) if your download doesn't start automatically

# **Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO**

*Ray Zinn*

**Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO** Ray Zinn

**Silicon Valley pioneer Ray Zinn, CEO of top microchip company Micrel for 37 years, shows entrepreneurs and executives how to lead and succeed by tackling the Tough Things First**

In high school, Ray Zinn's track coach told him he was too short to run the hurdles. Ray took this as a challenge and, after months of hard training, became the fastest hurdler on the team. That drive and self-discipline is, to Zinn, the essence of the entrepreneurial spirit. It's what pushed him to achieve the impossible, founding a Silicon Valley microchip company—without venture capital—and turning it into a global empire with an enviable 37-year track record as CEO.

*Tough Things First*, the distillation of Ray Zinn's astonishing career as CEO of Micrel, is a comprehensive head-to-toe training program for entrepreneurs and leaders—based on hard-won lessons in business and in life. Zinn's tough-love approach gives you the guidance you need to:

- Find your vision, set your goals, and make them happen
- Build your business like you'd train your body: with heart, soul, mind, and passion
- Master the psychological disciplines that will sharpen your focus and drive
- Create a corporate culture that engages employees and inspires confidence
- Put people first and push them to achieve their personal best
- Tackle the tough jobs today—and ensure your success tomorrow

Zinn tells you what it takes to succeed in a world where markets are constantly changing, new technologies are emerging, and small startups are going head to head with industry giants. He shows you how to be a good leader and what you can do to make yourself even better. He reveals why discipline is the first and most important step—for the entrepreneur and the organization—and why people are your single most valuable resource. He offers practical, no-nonsense advice on processes and procedures, finances and growth creation, changing markets and new technology. But that's not all.

The key to your success, Zinn explains, lies in your mind, your body, your vision, and your heart. This book shows you how to develop these interconnected skills, how to integrate them into your life and work, and how to handle the tough things first.

As the trailblazing founder and CEO of Micrel, Inc., one of the world's leading microchip companies, **Ray**

**Zinn** bootstrapped his company, achieved consistent profitability, and delivered a total equity value of more than \$800 million at its acquisition. In 37 years of leading this publicly traded microchip empire, he saw it through the dot-com bust and Great Recession—with only one unprofitable year—relying on his discipline as a leader, passion as an inventor, and training as an athlete. In 2015, Zinn stepped down as Micrel’s CEO and is in the process of launching a Silicon Valley accelerator that will help business visionaries build profitable, enduring companies.

 [Download Tough Things First: Leadership Lessons from Silico ...pdf](#)

 [Read Online Tough Things First: Leadership Lessons from Sili ...pdf](#)

## **Download and Read Free Online Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO Ray Zinn**

---

### **From reader reviews:**

#### **Elaine Rode:**

In other case, little individuals like to read book Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO. You can choose the best book if you'd prefer reading a book. So long as we know about how is important the book Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO. You can add expertise and of course you can around the world by just a book. Absolutely right, because from book you can understand everything! From your country right up until foreign or abroad you can be known. About simple thing until wonderful thing you could know that. In this era, we can easily open a book or perhaps searching by internet gadget. It is called e-book. You should use it when you feel weary to go to the library. Let's learn.

#### **Carl Carrillo:**

This Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO are usually reliable for you who want to be a successful person, why. The key reason why of this Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO can be on the list of great books you must have is giving you more than just simple looking at food but feed you actually with information that possibly will shock your prior knowledge. This book is definitely handy, you can bring it just about everywhere and whenever your conditions both in e-book and printed ones. Beside that this Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO forcing you to have an enormous of experience such as rich vocabulary, giving you trial run of critical thinking that we all know it useful in your day task. So , let's have it appreciate reading.

#### **Stephanie Matias:**

The book untitled Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO contain a lot of information on this. The writer explains her idea with easy approach. The language is very straightforward all the people, so do definitely not worry, you can easy to read it. The book was published by famous author. The author will bring you in the new age of literary works. You can easily read this book because you can continue reading your smart phone, or program, so you can read the book within anywhere and anytime. If you want to buy the e-book, you can start their official web-site as well as order it. Have a nice examine.

#### **William Prentice:**

What is your hobby? Have you heard that will question when you got scholars? We believe that that issue was given by teacher on their students. Many kinds of hobby, All people has different hobby. And you know

that little person like reading or as examining become their hobby. You need to know that reading is very important in addition to book as to be the matter. Book is important thing to include you knowledge, except your own personal teacher or lecturer. You discover good news or update concerning something by book. A substantial number of sorts of books that can you choose to use be your object. One of them is actually Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO.

**Download and Read Online Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO Ray Zinn #MG8ZLQRU5T4**

## **Read Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO by Ray Zinn for online ebook**

Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO by Ray Zinn Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO by Ray Zinn books to read online.

## **Online Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO by Ray Zinn ebook PDF download**

**Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO by Ray Zinn Doc**

**Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO by Ray Zinn Mobipocket**

**Tough Things First: Leadership Lessons from Silicon Valley's Longest Serving CEO: Leadership Lessons from Silicon Valley's Longest Serving CEO by Ray Zinn EPub**