

# **THE TOP 10 THINGS MY DOG TAUGHT ME ABOUT BEING A LEADER**



**A GUIDE TO  
EFFECTIVE  
LEADERSHIP**

**Also by Dennis Amorosano**

***“The Top 10 Things My Dog Taught Me About Business & Life”***

**"Dennis's thoughtful and courageous leadership style is on display throughout these pages serving as a valuable North Star for both emerging and experienced business leaders." — James Sharp, former executive vice president & general manager, Canon Solutions America**

**"Dennis is a natural leader with a knack for getting things right. In his new book, "The Top 10 Things My Dog Taught Me About Being a Leader," he has generously shared his learnings gleaned from a successful life in corporate leadership. Always an excellent writer, he delves into key leadership traits with the clarity, thoughtfulness, and insight that those who know Dennis come to expect. We don't need Dennis' dog to learn the secrets of outstanding leadership, just a copy of this book!" - Alexis Panagides, CEO, mxHero Inc.**

**"Like winning coaches, strong leaders pay attention to several key metrics in addition to the score. One of Dennis' distinctive leadership qualities is the amount of time he spends working with his organization to identify key performance indicators that span across the various functional activities. The process is participative and ensures that each metric ties into the overall success. Whenever a KPI reveals a need for adjustment, Dennis takes quick and decisive action. Many leaders talk about the importance of KPI's, but only exceptional leaders like Dennis are truly committed and invest in the process." - Greg Ryan, vice president & general manager, Canon Information & Imaging Solutions**

**“Over the 25+ years that I have known Dennis, I have observed his passionate attention to leadership in action. In this book, Dennis documents a very relatable, practical, and grass-roots approach to leadership for business managers at all levels. The book’s ten chapters detail an easy-to-understand roadmap for readers to follow that empowers employees to develop independently and outlines how managers can be present as a positive example for staff to emulate. This book is a must-have for business executives who strive to demonstrate effective leadership without forcibly exerting their will.”— Keith Kmetz, vice president, imaging, printing & document solutions research, IDC Corp.**

**"I have known Dennis Amoroso for a number of years. I have always been impressed by his intellect, insightfulness and professionalism. Such traits have made him a natural when it comes to helping others reach new heights. With these thoughts in mind, I believe this book is certainly a 'must read' for anyone seeking to add to their knowledge of what it takes to be an effective, successful leader." - Brent Hoskins, executive director, Business Technology Association**

**“Leadership isn’t just about setting goals, but giving your employees the support, self-confidence and authority, they need to achieve them. ‘The Top Ten Things My Dog Taught Me About Being a Leader’ provides practical advice and strategies on how to successfully lead. As someone who reported to**

**Dennis, I can attest to the strength of his leadership abilities. His skills in managing, motivating and developing staff could be seen in both the loyalty and dedication of his teams, and in the high performance they consistently delivered year over year.” – Kathy Dormer, marketing manager, Canon U.S.A., Inc.**

**“I had the pleasure of working with and covering Dennis as an analyst for over 20 years. He was always a straightshooter and was known to be someone you could get a clear answer from. Best of all, his people really seemed to like working for him - always the sign of a great leader.” - Andy Slewetsky CEO Industry Analysts**

**“Dennis is an accomplished executive and has been a long-time contributor to our business and technology publications. He offers unique and useful insights not only for business, but also your personal life. While his first book focused on navigating everyday challenges, this book focuses on leadership, a topic I have been fortunate to be able to explore with Dennis over the years. Excellent content is not enough, though – the illustrations provide the perfect finish!” - Patricia Ames, president, BPO Media**

**"Dennis might be the best I've ever seen at setting strategy and guiding his team through the successful execution of that strategy. There's plenty of proof of this in all of Dennis' accomplishments, but the greatest proof might be the reverence that his teams**

**had for him. It was clear that they WANTED to work for him. If you want to lead your teams to business and professional success, this book is a must read." - Jake Fishman, president, Insight Links**

**This book is dedicated to my wife and parents for  
through their support, love, guidance and examples I  
continue to learn what it really means to be a leader**

## **What is a Leader?**

**A leader is someone who is always willing to do what is right, even when they know that doing so will not benefit them and may in fact cause them difficulty**

**-Dennis Amoroso**





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**Dennis Amorosano is a featured event speaker. For more information, or to book an event, contact Dendog Strategy Insights at [marketing@dendogstrategy.com](mailto:marketing@dendogstrategy.com) or visit our website at <https://www.dendogstrategy.com>.**

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# **Introduction**

**I must say that Dennis Amorosano's dog must be very smart.**

**I had the privilege of working with Dennis for fifteen years in various capacities at Canon USA. He always demonstrated both business acumen and great leadership skills during that time. All of that was to the benefit of his company and his people.**

**Always ready to take a stand for what was right: for the business, his associates, his customers and community, Dennis is a true leader. Now I know where he learned it all.**

**For those who enjoyed "The Top 10 Things My Dog Taught Me About Business And Life", you are in for another great read, good insight and learning and, of course, a little fun.**

**Enjoy!**

**Tod D. Pike**

**Former President, Canon Business Solutions  
SVP and General Manager, Sales and Marketing,  
Canon USA**

# **Forward**

**What is leadership? It's a question with seemingly endless answers. Leadership to some is the ability to effectively manage people, while to others it is a set of qualities that cause an individual to be followed. Many believe that leaders need to be inspirational, capable of motivating others to do what they want or what is needed. Still others believe that leadership doesn't require the ability to motivate and that leadership can be garnered through example.**

**Ask ten people to describe leadership and you're likely to receive many common answers along with many that are quite unique. Like so many things in life, leadership, its qualities and attributes are in the eye of the beholder. In much the same way that people are attracted to different things, leadership means different things to different people. As such, there is no single definition of leadership and this book will not attempt to confer a universal definition of leadership on its reader.**

**With 30 years of business experience and years of experience prior to this playing on competitive sports teams, I have had the opportunity to be led by others and to lead my own teams. Through observation one can learn a lot about leadership and its many characteristics and styles. Observation can also tell you a lot about the people being led and the type of leadership most likely to get the best response.**

**As with any topic, the topic of leadership is one that I have my own opinions about. Through experience I**

**have evolved in my own thinking about this subject and while I don't necessarily believe my views are best or necessarily most likely to produce positive results, my experience and the anecdotes in this book are a guide that has served me well and may also be a guide for you.**

**So, you may be wondering, what does my dog have to do with this? The simple truth is that dogs exhibit many of the qualities and characteristics we find in leaders; both good and bad. You may find this difficult to accept at first, however, if you really observe your dog and think about the things they do you'll find many parallels between your dog and our everyday experiences in business and life. And with keen observation, we can learn valuable lessons from man's best friend that can provide the guidance we don't always get from our own species.**

**As in my previous book "The Top 10 Things My Dog Taught Me About Business and Life", this book uses examples and cites reference materials that help to establish the connection between the behavior we see from our dogs and how such behavior translates to leadership. Admittedly some connections are more direct than others. That said, the fact remains that our dogs are good teachers and, in my view, if we paid attention to them more closely and learned the lessons they teach, we would be much the better.**

**Our family dog, Kiwi Pineapple Elizabeth III or 'Kiwi' for short is about 25 pounds and stands about 10 inches high at the shoulder. She is short-haired, with a black coat and white patches on her feet and chest. She has the cutest ears; pig ears in many ways and runs like a Thoroughbred. A mix between an Italian**

**Greyhound and Labrador Retriever she has the disposition of a Lab and the athleticism of the Greyhound. She is a wonderful dog and graces our home and family each and every day.**

**While all the dogs in my life are the inspiration for this book, Kiwi is the greatest inspiration as she exhibits all of the qualities discussed that are so meaningful when it comes to leadership.**

**Although Kiwi is a primary inspiration for the leadership guidance that follows, there are many 'human' examples also used to make key points. I have deliberately made the decision to omit the identities of those individuals involved in the examples I cite whether good or bad. While I would thoroughly enjoy calling out those individuals who exhibited poor qualities, the examples cited should speak for themselves.**

**Dogs are amazing animals. Of all the animals that grace the earth dogs are one of the few, if not the only ones, that can assimilate themselves into human life, and provide us with unconditional love and companionship. This makes dogs 'god-like' in many ways. Many times, in describing my dogs I make mention of the fact that Dog is God spelled backward. This has always struck me as ironic and whimsical in nature. I often wonder if there is more to this than just coincidence.**

**Whether irony or of deep meaning, I hope upon reading this book that you too will see how we can learn so much about leadership from man's best friend.**

# **The Top 10 Things My Dog Taught Me About Leadership**

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# About the Authors



**Dennis B. Amorosano**

**President and Founder**

**Dendog Strategy Insights LLC**

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**Dennis Amorosano is an author and is the President and Founder of Dendog Strategy Insights LLC, a management consulting firm focused on strategic planning, new business development and go to market execution. Providing services in the areas of strategic business planning/execution, marketing automation and technology sourcing support, Mr. Amorosano brings 30 years of technology marketing, sales, product planning, software engineering, and professional service implementation experience to deliver the best business outcomes.**

***“The Top 10 Things My Dog Taught Me About Leadership”* is Mr. Amorosano’s second collaboration with his dog ‘Kiwi’ and follows the initial success of their first book, *“The Top 10 Things My Dog Taught Me About Business and Life”*.**

**Prior to founding Dendog Strategy Insights, Mr. Amorosano was a key leader at Canon for much of his professional career. Mr. Amorosano successfully drove the startup and expansion of key Canon businesses ultimately holding the position of senior vice president and general manager of Canon Information & Imaging Solutions (CIIS) where he was**



**a board member of the company and directly responsible for CIIS' Solutions Business Center. In this capacity, Mr. Amorosano held senior leadership responsibility helping to link CIIS' innovative technology, engineering and professional services to Canon's core office technology to solve the most challenging customer workflow issues.**

**Working with emerging technologies including artificial intelligence, machine learning, computer vision as well as big data analytics and IoT, Mr. Amorosano played a key role in helping to establish and execute strategic business plans and the tactical actions which paved the way for CIIS and Canon to enter new market domains while successfully growing revenue and profit on an annual basis.**

**Mr. Amorosano is a frequent event speaker and contributor to publications following the office equipment and information technology and communication industries, offering insight on industry trends, and the role of technology with respect to workflow and information management.**

**Mr. Amorosano graduated from Siena College with a degree in Finance and was selected to participate in Canon's inaugural executive training programs including the Canon Leadership Institute delivered by Korn Ferry and Canon's Corporate Executive Development Program sponsored by IMD University in Lausanne, Switzerland.**

**More details concerning Mr. Amorosano's services can be found via the Dendog Strategy Insights website at <https://www.dendogstrategy.com>**



## **Kiwi Pineapple Elizabeth III**

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**Kiwi Pineapple Elizabeth III ("Kiwi") is an Italian Greyhound and Labrador Retriever mix who stands 10 inches tall at the shoulder. This is Kiwi's second literary work, and she credits her upbringing for helping her develop the traits that most humans desire. Originally from South Carolina, Kiwi moved early in her life to a location just outside New York City where she felt the proximity to the business capital of the world would be an ideal location to jump start her career. She has since re-located to coastal Virginia where she enjoys the balance between rural and fast-paced life.**

**When not writing, Kiwi can be found walking, running, playing, napping and doing other things that make dogs so special.**

## DOGS ARE NATURAL LEADERS.

The many qualities they exhibit can be lessons for those who observe and integrate them into their daily activities. "The Top 10 Things My Dog Taught Me About Being A Leader" is a must read for anyone entering leadership for the first time or for those who desire to hone the skills associated with world class leadership.



**DENNIS AMOROSANO** is the President and Founder of Dendog Strategy Insights LLC, a management consulting firm focused on strategic planning, new business development and go to market execution. Prior to founding Dendog Strategy Insights, Mr. Amorosano was a key leader at Canon for much of his professional career. Mr. Amorosano successfully drove the startup and expansion of key Canon businesses ultimately rising

to senior vice president and general manager and board member of Canon Information & Imaging Solutions. "The Top 10 Things My Dog Taught Me About Being A Leader" is Mr. Amorosano's second book in the series, the first of which is focused on qualities inherent in dogs that can teach about business and life. Mr. Amorosano's clients range from small startups to Fortune 500 global corporations where he assists in driving the strategic planning and execution necessary to scale existing businesses and enter new markets.

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