

## Herding Tigers Be The Leader That Creative People Need

"This book is a breakthrough. It's beautifully written, perfectly timed and heralds a new way forward. I'm buying a dozen copies to share with friends and colleagues." -Seth Godin, Founder of altMBA and author of The Practice If you let go of hierarchy, chaos will reign...or so many leaders believe. But when leaders find the courage to distribute rather than hoard power, creativity multiplies, trust deepens, and inclusivity expands... and a new kind of order emerges. A few rare leaders have learned to embrace a new organizational shape and mindset: Constellations. Organizations designed as constellations are dynamic and flexible networks of distinct yet interwoven individuals. Each member of the team feels like a singular star and is also connected to others to form something greater. That is how Visa reimagined how we pay for things, how Wikipedia beat the richest company in the world and how Barack Obama and his grassroots team revolutionized political campaigning. These leaders did what most leaders dread – they gave away power. Barzun brilliantly layers lessons across history and industries with his own experiences as an internet entrepreneur, political organizer, and US ambassador to the United Kingdom and Sweden. The Power of Giving Away Power shows how the Constellation mindset shines in some of the most impactful organizations and innovations the world has ever known. And it encourages us all to recognize, as Barzun writes, "the power we can create by seeing the power in others" — and making the leap to lead. Together.

From the author of Die Empty and The Accidental Creative, a new framework for understanding what motivates us and why. What drives us to unleash our best work? And how do we tap into that drive to get superior results with our managers, coworkers, and direct reports? As Todd Henry reveals in this illuminating book, drawing on decades of research and interviews with over 100,000 people, the answer is not one size fits all: some people are energized by a race against the clock, while others put in extra effort only when they feel part of a team. For still others, nothing is as motivating as the possibility of public recognition. Henry shows, in fact, that there are twenty-seven "motivational themes", each with its own unique DNA. For instance: · Those driven to Achieve Potential strive to build an ideal future, even when others may not see as far ahead. · Those needing to Overcome must conquer whatever obstacles come their way, no matter how difficult or time-consuming. · Those who strive to Comprehend and Express are obsessed with mastering new skills and showing off what they know--which is often a lot. · Those who want to Make It Right thrive when systems are running smoothly and usually know the "proper way" to do things. The Motivation Code teaches us to decode our Core Motivation so that we can have conversations, make decisions, and even choose career paths that lead us to experience engagement and fulfillment. Once we know how to activate our inner drivers, we can transform the work we do into work we love.

FAITH LOVE HOPE AGILITY FEROCITY SUCCESS Herding tigers in a guide to business success using the latest in military leadership tactics and software best practices. This book is the first of its kind. Inside is the newest thinking surrounding Irregular Warfare and small unit excellence. This is what you need to survive and thrive in today's business world!

Silver Medal Winner, Business and Leadership, 2012 Nautilus Book Awards Respected former CEO, professor, and speaker examines what it takes to become a values-based leader In this highly-anticipated book, Harry Kraemer argues that today's business environment demands values-based leaders who, in "doing the right thing," deliver outstanding and lasting results. The journey to becoming a values-based leader starts with self-reflection. He asks, "If you are not self-reflective, how can you know yourself? If you do not know yourself, how can you lead yourself? If you cannot lead yourself, how can you lead others?" Kraemer identifies self-reflection as the first of four principles that guide leaders to make choices that honor their values and candidly recounts how these principles helped him navigate some of the toughest challenges he faced in his career. Offers a framework for adopting the principles of values-based leadership—self-reflection, balance, true self-confidence, and genuine humility—to lead organizations effectively Based on Kraemer's popular Kellogg MBA course on values-based leadership A recognized expert in values-based leadership, Kraemer is a sought after speaker on the subject Lively and engaging, Kraemer's book comes at a critical time when true leadership in every facet of society is desperately needed.

God has offered us firsthand knowledge of His love, His grace, and His power. Yet so often, we too easily settle for someone else's descriptions, the Cliff notes from another's spiritual journey. We are content for "God-experts" to do the heavy lifting and then give us the bottom line. And like any secondhand information, after enough times through the grapevine, the truth about God deteriorates and crumbs of rumor are all that remain. But when life derails, and things don't go as we had planned, our thin view of God is challenged. In those critical moments, we can choose to walk away from God, or to let our questions lead us home. When we choose to wrestle with God, to engage Him for ourselves, we-like Jacob and Job and David-will see rumors die and revelation come alive. It's time to hear the magnificent, Divine Invitation. It's time to take God up on His offer and embrace the mystery and majesty of knowing Him for ourselves.

The successful self-published author of The Sales Leaders Playbook writes his first mainstream leadership book There are enormous differences between managing and coaching. Yet many companies and organizations encourage their leaders to coach teams without ever teaching them how and without creating a culture that supports coaching. Nathan Jamail—a leading consultant, professional speaker, and the president of his own group of businesses—trains coaches at several Fortune 500 companies and learned that it takes not only different skills to achieve success, but a truly effective coach needs an organizational culture that creates and multiplies the success of every motivated team member. The Leadership Playbook shows leaders the skills necessary to be an effective coach and to build effective teams by: Fostering employees' belief in the culture of a company Resolving issues proactively rather than reactively and creating an involvement that constantly pushes employees to be their best Focusing on the more humane principles of leadership—gratitude, positivity, and recognition—that keep morale high Holding teams and individuals accountable Constantly recruiting talent ("building the bench") rather than filling positions only when they are empty Combining research, interviews, and inspiring stories with the lessons that have earned Jamail the respect of the world's foremost corporations including CISCO, FedEx, Sprint, the U.S. Army, and State Farm; The Leadership Playbook will dominate the category for years to come.

Two career and business experts share their eight-point plan on how to succeed in a new job or project, offering helpful guidelines on leadership, decision-making skills, interpersonal relationships, and other key aspects of the corporate environment. Reprint. 50,000 first printing.

NATIONAL BESTSELLER NAMED ONE OF THE MOST INSPIRING BOOKS OF 2018 BY INC. NAMED ONE OF THE BEST STARTUP BOOKS OF ALL TIME BY BOOKAUTHORITY The Messy Middle is the indispensable guide to navigating the volatility of new ventures and leading bold creative projects by Scott Belsky, bestselling author, entrepreneur, Chief Product Officer at Adobe, and product advisor to many of today's top start-ups. Creating something from nothing is an unpredictable journey. The first mile births a new idea into existence, and the final mile is all about letting go. We love talking about starts and finishes, even though the middle stretch is the most important and often the most ignored and misunderstood. Broken into three sections with 100+ lessons, this no-nonsense book will help you:

- Endure the roller coaster of successes and failures by strengthening your resolve, embracing the long-game, and short-circuiting your reward system to get to the finish line.
- Optimize what's working so you can improve the way you hire, better manage your team, and meet your customers' needs.
- Finish strong and avoid the pitfalls many entrepreneurs make, so you can overcome resistance, exit gracefully, and continue onto your next creative endeavor with ease.

With insightful interviews from today's leading entrepreneurs, artists, writers, and executives, as well as Belsky's own experience working with companies like Airbnb, Pinterest, Uber, and sweetgreen, The Messy Middle will outfit you to find your way through the hardest parts of any bold project or new venture.

Wall Street Journal Bestseller Is it possible to be at your best even when you are underqualified or doing something for the first time? Is it still possible, even after decades of experience, to recapture the enthusiasm, curiosity, and fearlessness of youth to take on new challenges? With the right mindset—with Rookie Smarts—you can. In a rapidly changing world, experience can be a curse. Careers stall, innovation stops, and strategies grow stale. Being new, naïve, and even clueless can be an asset. For today's knowledge workers, constant learning is more valuable than mastery. In this essential guide, leadership expert Liz Wiseman explains how to reclaim and cultivate this curious, flexible, youthful mindset called Rookie Smarts. She argues that the most successful rookies are hunter-gatherers—alert and seeking, cautious but quick like firewalkers, and hungry and relentless like pioneers. Most importantly, she identifies a breed of leaders she refers to as “perpetual rookies.” Despite years of experience, they retain their rookie smarts, thinking and operating with the mindsets and practices of these high-performing rookies. Rookie Smarts addresses the questions every experienced professional faces: “Will my knowledge and skills become obsolete and irrelevant? Will a young, inexperienced newcomer upend my company or me? How can I keep up?” The answer is to stay fresh, keep learning, and know when to think like a rookie. Rookie Smarts isn't just for professionals seeking personal renewal; it is an indispensable resource for all leaders who must ensure their workforces remains vital and competitive.

Straight-Line Leadership: Tools for Living with Velocity and Power in Turbulent Times is Dusan Djukich's highly anticipated introduction to his potent world of straight-line coaching. Within these pages he dramatically unveils exactly what it takes to live a powerful and effective life both personally and professionally. Regardless if you are a CEO, small business owner, parent, or someone who simply wants to make a difference, you will learn to master powerful distinctions that you can apply immediately to resolve the challenges that you are presently up against. You will also become adept at assisting others in solving their most pressing problems with precision and grace. "This book boldly demonstrates why Djukich is regarded as the ultimate performance catalyst to business. He simply kicks the hell out of the sacred cows that keep individuals and businesses stuck." Brandon Craig, CEO, BiltRite Corporation

From the author of How Emotions Are Made, a myth-busting primer on the brain in the tradition of Seven Brief Lessons on Physics and Astrophysics for People in a Hurry. Have you ever wondered why you have a brain? Let renowned neuroscientist Lisa Feldman Barrett demystify that big gray blob between your ears. In seven short essays (plus a bite-sized story about how brains evolved), this slim, entertaining, and accessible collection reveals mind-expanding lessons from the front lines of neuroscience research. You'll learn where brains came from, how they're structured (and why it matters), and how yours works in tandem with other brains to create everything you experience. Along the way, you'll also learn to dismiss popular myths such as the idea of a “lizard brain” and the alleged battle between thoughts and emotions, or even between nature and nurture, to determine your behavior. Sure to intrigue casual readers and scientific veterans alike, Seven and a Half Lessons About the Brain is full of surprises, humor, and important implications for human nature—a gift of a book that you will want to savor again and again.

Many of us assume that our creative process is beyond our ability to influence, and pay attention to it only when it isn't working properly. For the most part, we go about our daily tasks and everything just “works.” Until it doesn't. Adding to this lack of understanding is the rapidly accelerating pace of work. Each day we are face escalating expectations and a continual squeeze to do more with less. We are asked to produce an ever-increasing amount of brilliance in an ever-shrinking amount of time. There is an unspoken (or spoken!) expectation that we'll be accessible 24/7, and as a result we frequently feel like we're “always on.” Now business creativity expert Todd Henry explains how to unleash your creative potential. Whether you're a creative by trade or an “accidental creative,” this book will help you quickly and effectively integrate new ideas into your daily life.

“The ultimate all-in-one guide to becoming a great leader.”—Daniel Pink From the creator and host of The Learning Leader Show, “the most dynamic leadership podcast out there” (Forbes) that will “help you lead smarter” (Inc.), comes an essential tactical guide for newly promoted managers. Every year, millions of top performers are promoted to management-level jobs—only to discover that the tactics that got them promoted are not the tactics that will make them effective in their new role. In Welcome to Management, Ryan Hawk provides practical, actionable advice and tools designed to ensure that transition is a successful one. He presents a new actionable three-part framework distilled from best practices drawn from in-depth interviews with over 300 of the most forward-thinking leaders around the world, as well as his own professional experience going from exceptional individual producer to new leader. Learn how to:

- lead yourself: build skills and earn credibility. Compliance can be commanded, but commitment cannot. People reserve their full capacity for emotional commitment for leaders they find credible, and credibility must be earned.
- build your team: develop a healthy and sustainable culture of mutual trust and respect that creates cohesion. This includes effective hiring and firing practices.
- lead your team: set a clear strategy and vision for your team, communicate effectively, and ultimately drive the results the organization is counting on your team to deliver.

Through case studies, hundreds of interviews, and personal stories, the book will help high performers make the leap from individual contributor to manager with greater ease, grace, courage, and effectiveness.

Welcome to management!

Herding Tigers Be the Leader That Creative People Need Penguin

Welcome to the Age of Creatives, where more and more makers, designers, writers, and artists are in demand. Learn how to succeed at managing other creatives ... once you understand the new strategies and mindset that are required. For creators, getting that promotion to management is exciting but can also be scary. The skills that made them so successful may not translate to the skill required to be a great manager, and this gets even more complicated when managing other creatives who often don't thrive under traditional management procedures. Creative Directions is a management masterclass in which readers attend lectures and seminars as they learn from some of the best in the business, including directors Ava DuVernay (When They See Us) and Joe Russo (Avengers: Endgame); two-time Academy Award-winning editor Angus Wall (The Social Network); executive producers from hit TV shows like The Simpsons and GLOW; and creative directors and leaders at businesses like Amazon, Apple, Disney, TikTok, and more. All of these lessons are provided in an attractive, easily accessible format so that readers can open the book to any page and find some actionable or inspirational insight or strategy. Readers will: Receive essential guidance on how to master the delicate balance required to successfully lead a creative team, like how to relinquish control while keeping the focus where it needs to be. Learn from star creative leaders in the entertainment industry on essential lessons they learned on their path to success. Gain insights on how to balance mastering the new skills you need as a leader with finding the time and energy to focus on the creative work you love. Enjoy the snackable, easy-reference format that makes the lessons easy to implement and apply.

The Game Changer is a business parable about innovation and business transformation, wrapping time honored principles in an engaging, fictional tale. It reveals the narrative behind a technology company founded by a game changing CEO/inventor that has reluctantly taken in funding, and nearly misses the gift of being able to grow at a much faster pace. He and his team initially feel the pressure of investor's quarter-to-quarter profit metrics, but through a series of unusual and intertwined events, they find their entrepreneurial spirit and energy ignited again. They are empowered to change every area of the company, providing value back to their investors, and eventually to the public after their IPO. Written for anyone interested in entrepreneurship, innovation, leadership and personal growth.

Bestselling author Denis Waitley offers timeless and timely advice on how to apply his philosophy to the digital age and attain personal and professional excellence today. ". . . a compelling game plan for winning at life . . ." - MEHMET OZ, M.D., Emmy-winning Host, The Dr. Oz Show "Denis Waitley has played a pivotal role in helping grow a small cellular nutrition products company into one of the largest, most respected direct sales companies in the world, with annual revenues surpassing \$1 billion, while creating millions of customers globally. For over twenty-five years his psychology of winning principles have been ingrained in the DNA of our corporate culture through his inspirational, practical teachings as our primary spokesperson. We look forward to The New Psychology of Winning, combining timeless wisdom—gained from of his fifty-year career as a pioneer in the personal development industry—with fresh, new insights and strategies to lead and succeed in this fast forward digital age." - KEVIN GUEST, CEO and Chairman of the Board, USANA Health Sciences, Inc. Denis Waitley, bestselling author of Seeds of Greatness, The Psychology of Winning, and The Winner's Edge, is one of the most respected and listened to voices on high performance achievement. In The New Psychology of Winning he offers timeless and timely advice on how to apply his philosophy to the digital age and attain personal and professional excellence today. The world has changed to be almost unrecognizable since he recorded his original bestselling classic in the 1970s—going from the late industrial age to the digital age and beyond. How has this digitization affected Denis's original message? How have the current trends in the marketplace affected those seeking entrepreneurial success? How does this change affect our personal and professional life today? In his patented, authentic, accessible, personable style, Denis will answer these questions and show you how you can be a twenty-first century winner!

Creative Direction in a Digital World provides designers the tools they need to craft compelling digital experiences across screens, devices and platforms. Readers will learn how to take a multi-disciplinary, human-centered approach to digital creative direction that will help them uncover target audience insights, concept more creative campaigns, change consumer behavior, and create more user friendly digital experiences. Divided into ten chapters. Each focuses on a different key aspect of the creative director's job from start to finish. Learn how to understand the client's biggest challenges and distill insights about the audience into creative strategies. Develop the skills needed to communicate your ideas to a skeptical client. Learn how to more effectively manage your creative team. And most importantly craft digital experiences that get results.

When times are particularly difficult, and you are likely to slip into despair, some of the greatest pop songs can provide true comfort to make it through the pain. The problem with advice in general is that we often don't take it. The great thing about advice songs is that you can kick back and listen to someone else coach you through a tough situation while rocking out at the same time. This wonderful book lists 250 of the best pop songs for those times that solid life advice is needed. The songs represent all popular music styles from the last fifty years, from rock to folk, and from punk to hip hop. There are for example many times in which the three words "let it be" are words of wisdom. Although the lyrics may have originally been written in reference to interpersonal difficulties within the Beatles, the song does possess a universality that makes "Let It Be" one of the great advice pop songs of all time. Other famous pop music advice to live by: "You Can't Always Get What You Want" by The Rolling Stones "If You Love Somebody, Set Them Free" by Sting "Don't Worry, Be Happy" by Bobby McFerrin "Always Look on the Bright Side of Life" by Eric Idle Don't Eat the Yellow Snow (Frank Zappa) is a collection of all the famous advice songs and many surprises as well. It gives the reader the song titles, painted by hand by the designer, and a striking quote from the song lyrics as well as indices on artist and themes. This well produced, iconic looking album of words of wisdom from pop music is the perfect gift for music lovers of all ages.

A clash between the ideology of growth and the growth of ideas, between control and creativity, between measurement and the immeasurable, between predictability and the fickle muses of inspiration in engulfing our boardrooms. In this scathing swipe at the institutionalised idiocy that is stifling creativity just at the time the world needs it most Gordon Torr draws from the leading lights of creativity research to demolish the myths that surround the generation of ideas in the modern organisation. The curse of the brainstorm, the

commoditisation of creative talent, the deskilling of the imagination, the startling inadequacies of management theory – these and the many other horrors of idea-assassination that run rampant in creative sector companies are dissected and disembowelled in this hilarious expose of the drama that unfolds every time a new idea slides across the boardroom table. This book sets out to address the black hole that surrounds the management of creative people, debunking many myths of creativity, and outlining a revolutionary approach to the pressing issue of creative productivity in the contemporary creative sector company. A handbook of tools, techniques, methods and practical ideas whose USP is a framework for thinking about efficient creative management – how to extract value from creative time. Gordon Torr presents a logical argument that puts in place the building blocks of the author's knowledge and experience towards the final architecture. "We need them as never before. And we know that they're somehow different. Yet the productive management of creative people is an almost totally neglected science. I doubt if there's a single industry that wouldn't gain immediate advantage from Gordon Torr's scrupulous and enlightening detective work." - Jeremy Bullmore

In what has become a bible for the business world, the successful former CEO of Herman Miller, Inc., explores how executives and managers can learn the leadership skills that build a better, more profitable organization. Leadership Is an Art has long been a must-read not only within the business community but also in professions ranging from academia to medical practices, to the political arena. First published in 1989, the book has sold more than 800,000 copies in hardcover and paperback. This revised edition brings Max De Pree's timeless words and practical philosophy to a new generation of readers. De Pree looks at leadership as a kind of stewardship, stressing the importance of building relationships, initiating ideas, and creating a lasting value system within an organization. Rather than focusing on the "hows" of corporate life, he explains the "whys." He shows that the first responsibility of a leader is to define reality and the last is to say thank you. Along the way, the artful leader must:

- Stimulate effectiveness by enabling others to reach both their personal potential and their institutional potential
- Take a role in developing, expressing, and defending civility and values
- Nurture new leaders and ensure the continuation of the corporate culture

Leadership Is an Art offers a proven design for achieving success by developing the generous spirit within all of us. Now more than ever, it provides the insights and guidelines leaders in every field need.

Since it was first published to wide acclaim in 1992, the bestselling Leadership Jazz has firmly placed itself among the great business classics. Former President Bill Clinton called it "astonishing," and the late Peter Drucker advised, "Read this slowly. This book is wisdom in action." Now updated for first time in well over a decade, this powerful book reveals why today, more than ever, leadership is more an art than a science. Today's best leaders, De Pree says, are attuned to the needs and ideas of their followers, and even step aside at times to be followers themselves. Filled with insightful stories from De Pree's experience as the chairman of Herman Miller and from people he's met along the way, Leadership Jazz reveals how to:

- Hold people accountable and give them space to reach their potential
- See the needs of employees and those of the company as the same
- Inspire change and innovation
- Work effectively with creative people

Complete with an extensive new introduction from De Pree on why his philosophy is more relevant now than ever before, Leadership Jazz gives you an entirely new way to look at the difficult job of leader.

Draw Them In, Don't Drive Them Away! People often get promoted to leadership positions without knowing how to communicate an inspiring strategic vision to the people who report to them. So they focus on what they know: tactics, not strategy. As a result, they become stuck in micromanagement mode. Dianna Booher wants to prevent micromanagement before it happens by providing you with the right leadership communication skills. Grounded in extensive research, this book offers practical guidelines to help professionals think, coach, converse, speak, write, meet, and negotiate strategically to deliver results. In thirty-six brief chapters, Booher shows you how to communicate effectively to audiences up and down the organization so you can fulfill your most essential responsibilities as a leader.

Business leaders often take actions that prop up earnings in the short term, but compromise their companies' long-term health. David Cote, the much-respected former leader of Honeywell International and one of the most successful CEOs of his generation, shares a simple, paradigm-shifting method of achieving both short- and long-term goals. Short-termism is rampant among executives and managers today, causing many companies to underperform and even go out of business. With competition intense and investors demanding strong quarterly gains now, leaders all too often feel obliged to sacrifice the investments so necessary for long-term growth. Dave Cote is intimately familiar with this problem. Upon becoming Honeywell's CEO in 2002, he encountered an organization on the verge of failure, thanks to years of untrammled short-termism. To turn the company around, he and his team adopted a series of bold operational reforms and counterintuitive leadership practices that enabled them to "do two conflicting things at the same time"--pursue strong short- and long-term results. The outcome was phenomenal. Under Cote's leadership, Honeywell's market cap grew from \$20 billion to \$120 billion, delivering returns of about 800%, two and a half times greater than the S&P 500. Offering ten essential principles for winning both today and tomorrow, this book will help readers to Spot practices that seem attractive in the short term but will cost the company in the future Determine where and how to invest in growth for maximum impact Sustain both short-term performance and long-term investments even in challenging times, such as during recessions and leadership transitions Feel inspired to stand up to investors and other managers who are solely focused on either short- or long-term objectives Step back, think independently, and foster independent thinking among others around them Presenting a comprehensive solution to a perennial problem, Winning Now, Winning Later is a go-to guide for leaders everywhere who seek to finally transcend short-termism's daily grind and leave an enduring legacy of success.

Mastering Communication at Work is based on 45 years of research and working with over half-a-million clients around the world. From leaders of countries to leaders of companies to people

just starting out in their career, Becker and Wortmann teach techniques that start with the essential wisdom of Aristotle and include the best practices in today's global organizations. The book includes interviews with leaders who reveal the inside story of the communication secrets at: The White House Doris Kearns Goodwin, presidential historian and Pulitzer Prize winning author Google Laszlo Bock, Vice President, People Operations EMI Publishing Big Jon Platt, President IBM Jeanette Horan, Vice President of Enterprise Business Transformation Harvard Business School Tony Mayo, Director of the Leadership Initiative The New York Giants Peter John-Baptiste, Director of Public Relations Mastering Communication at Work provides clear, actionable advice you can put to use right away and simple drills to practice during your next meeting, one-on-one conversation—or even sitting at your desk. Use Mastering Communication at Work as your coach and you'll see immediate results in yourself, your people, and your organization.

Managing people is tough, but it doesn't have to be so hard! Leading and managing comes more easily to some than others, but anyone can improve—agency leaders are made, not born. In this book, you'll learn concrete tips to make your work easier when you lead marketing and creative teams.

"The author of the #1 New York Times bestseller *Never Eat Alone* redefines collaboration for the twenty-first century with a radical new workplace operating system in which leadership no longer demands an official title. Many are quick to respond to the mounting pressures facing today's organizations by blaming the pace of technological change. But bestselling author, CEO, and coach to Fortune 100 companies Keith Ferrazzi disagrees. This era of explosive change, he says, has merely exposed the flaws in how we have always worked. At a time when constant innovation, agility, and speed of decision-making can mean the difference between success and failure, he says, we can no longer afford to waste time navigating the complex chains of command or bureaucratic bottlenecks present in most companies. In times like these, the ability to lead without authority is an essential workplace competency. Enter a bold new methodology Ferrazzi calls co-elevation. With the guiding ethos of "going higher together," co-elevation allows us to turn colleagues and partners into teammates. And you don't have to have formal authority, or direct reports, to do it. In fact, the other person doesn't even need to be aware of your efforts. You simply have to marshal a commitment to a shared mission and care about the success and development of others as much as you care about your own. By helping others to be better at what they do, we create a level of trust, candor, mutual accountability, and purpose that exceeds what could have been accomplished under the status quo. In *Leading Without Authority*, Ferrazzi draws on over a decade of research and over thirty years helping CEOs and senior leaders drive innovation and build high-performing teams to reveal how we can all transform our business and our relationships with the people around us. The result is a new roadmap for thriving amid the disruptive pressures afflicting every industry"--

"AN IMPORTANT BOOK ABOUT MOTIVATION FROM A PROVEN MOTIVATOR." —JACK WELCH Yum! Brands CEO David Novak learned long ago that you can't lead a great organization of any size without getting your people aligned, enthusiastic, and focused relentlessly on the mission. But how do you do that? There are countless leadership books, but how many will actually help a Taco Bell shift manager, a Fortune 500 CEO, a new entrepreneur, or anyone in between? Over his fifteen years at Yum! Brands, Novak has developed a trademarked program—*Taking People with You*—that he personally teaches to thousands of managers around the world. He shows them how to make big things happen by getting people on their side. No skill in business is more important. And Yum!'s extraordinary success (at least 13 percent growth for each of the last ten years) proves his point. Novak knows that managers don't need leadership platitudes or business school theories. So he cuts right to the chase with a step-by-step guide to setting big goals, building strong teams, blowing past your targets, and celebrating after you shock the skeptics. And then doing it again and again until consistent excellence becomes a core element of your culture.

'*Illuminate*' demonstrates how, though the power of persuasive communication, one can turn an idea into a movement, as compared with the likes of Steve Jobs, Dr. Martin Luther King, Jr., Starbucks, IBM, and more.

A practical handbook for every manager charged with leading teams to creative brilliance, from the author of *The Accidental Creative* and *Die Empty*. Doing the work and leading the work are very different things. When you make the transition from maker to manager, you give ownership of projects to your team even though you could do them yourself better and faster. You're juggling expectations from your manager, who wants consistent, predictable output from an inherently unpredictable creative process. And you're managing the pushback from your team of brilliant, headstrong, and possibly overqualified creatives. Leading talented, creative people requires a different skill set than the one many management books offer. As a consultant to creative companies, Todd Henry knows firsthand what prevents creative leaders from guiding their teams to success, and in *Herding Tigers* he provides a bold new blueprint to help you be the leader your team needs. Learn to lead by influence instead of control. Discover how to create a stable culture that empowers your team to take bold creative risks. And learn how to fight to protect the time, energy, and resources they need to do their best work. Full of stories and practical advice, *Herding Tigers* will give you the confidence and the skills to foster an environment where clients, management, and employees have a product they can be proud of and a process that works.

There is no shortage of books and successful businesspeople who have emphasized concepts such as decentralization, outsourcing, the rise of the knowledge worker, the role of employees as assets, and a focus on the customer. But it was Peter Drucker who years, sometimes decades, first blew the whistle on these indisputably important keys to success. And still today, Drucker is recognized as the inventor of modern management, and continues to influence leaders around the globe. And now readers can benefit from this collection of applicable concepts taken from Drucker's myriad books. Within the invaluable pages of *Practical Drucker*, readers will find surprising insights and clear guidance on how to:

- Engage employees and achieve outstanding performance
- Remedy destructive office politics
- Handle a crisis
- Become better decision makers by questioning assumptions
- Determine which leadership style to use in which situation
- Do more with less
- Steer clear of the biggest traps that leaders fall into
- Avoid the five deadly marketing sins
- And much more!

In efficient, knowledge-filled chapters, this all-in-one resource has taken the practical wisdom from Drucker's large body of work—including his books, essays, articles, as well as his decades of teaching and consulting—and shaped it together into a set of fresh, vital lessons that will resonate today and for years to come.

Do you ever feel that you are leading in uncharted territory? Pastor and consultant Tod Bolsinger draws on decades of expertise guiding churches and organizations in this expanded practical leadership resource, offering illuminating insights and practical tools to help you reimagine what effective church leadership looks like in our rapidly changing world.

From the bestselling author of *Team of Teams* and *My Share of the Task*, an entirely new way to understand risk and master the unknown. Retired four-star general Stan McChrystal has lived a life associated with the deadly risks of combat. From his first day at West Point, to his years in Afghanistan, to his efforts helping business leaders navigate a global pandemic, McChrystal has seen how individuals and organizations fail to mitigate risk. Why? Because they focus on the probability of something happening instead of the interface by which it can be managed. In this new book, General McChrystal offers a battle-tested system for detecting and responding to risk. Instead of defining risk as a force to predict, McChrystal and coauthor Anna Butrico show that there are in fact ten dimensions of control we can adjust at any given time. By closely monitoring these controls, we can maintain a healthy Risk Immune System that allows us to effectively anticipate, identify, analyze, and act upon the ever-present possibility that things will not go as planned. Drawing on examples ranging from military history to the business world, and offering practical exercises to improve preparedness, McChrystal illustrates how these ten factors are always in effect, and how by considering them, individuals and organizations can exert mastery over every conceivable sort of risk that they might face. We may not be able to see the future, but with McChrystal's hard-won guidance, we can improve our resistance and build a strong defense against what we know—and what we don't.

“A must-read for anyone interested in moving from inspiration to action.” —Cal Newport, author of *So Good They Can't Ignore You* Most of us fill our days with frantic activity, bouncing from task to task, scrambling to make deadlines and chase the next promotion. But by the end of each day we're often left wondering if any of it really mattered. We feel the ticking of the clock, but we're unsure of the path forward. *Die Empty* is a tool for people who aren't willing to put off their most important work for another day. Todd Henry explains the forces that lead to stagnation and introduces practices that will keep you on a true and steady course. The key is embracing the idea that time is finite, so you should focus on the unique contribution to the world that only you can make. Henry shows how to sustain your enthusiasm, push through mental barriers, and unleash your best work each day.

The seven essential tools for keeping projects on time and under budget You're executing risk management, leadership, and planning--all hallmarks of outstanding project management. And yet you're still having trouble keeping your projects on schedule. *Creative Project Management* adds two new elements to the mix: creativity and innovation. Internationally renowned project management consultants Michael Dobson and Ted Leemann combine traditional project management skills, such as risk evaluation, decision-making, and human dynamics, with outside-the-box thinking and business creativity. They provide seven new tools and approaches you can apply to any project. The methods discussed inside *Creative Project Management* show you how to: Realistically imagine the outcome of your decisions Work with--and around--the realities and constraints that affect your decisions Read and predict trends Manage the long- and short-term ramifications of your decisions Evaluate the impact of present and future technologies on your decisions Imagine new choices you didn't think you had *Creative Project Management* provides an invaluable new set of tools for any project management professional tasked with making difficult decisions in these uncertain times.

A Wall Street Journal Bestseller Are You a Driver, an Explorer, a Crusader, or a Captain? Many factors shape the success or failure of a new business, whether it's a stand-alone startup or a venture inside a larger corporation. But the most important and least understood of these factors is the personality of the entrepreneur—the particular combination of beliefs and preferences that drives his or her motivation, decision making, and leadership style. And your builder personality is the one resource you can directly control in growing a business that wins. Simply put, who you are shapes how you build for growth. *Built for Growth* decodes the interplay between builder personality and new business success. Using a patented analytic methodology, authors Chris Kuenne and John Danner discovered four distinct types of highly successful entrepreneurial personalities—the Driver, the Explorer, the Crusader, and the Captain. Each is motivated, makes decisions, manages, and leads their businesses differently. Kuenne and Danner blend pioneering research and exclusive personal interviews to illustrate how each type handles the five dynamic challenges in building a business of lasting value: converting ideas into products, galvanizing individual talent for collaborative impact, transforming buyers into partners, aligning financial and other supporters, and scaling the business. With assessments and tools, including a brief Builder Personality quiz and in-depth profiles of each builder type, *Built for Growth* is the ultimate guide for how to play to your strengths, complement and compensate for your gaps, and build a successful business—from startup to scale-up. Its vivid stories and practical advice show how you can unlock the potential of your builder personality to shape your business, your team, and your ability to win in the marketplace. Please visit [builtforgrowthbook.com](http://builtforgrowthbook.com) to learn more and access the Builder Personality Discovery tool.

*The Effective Manager* is a hands-on practical guide to great management at every level. Written by the man behind *Manager Tools*, the world's number-one business podcast, this book distills the author's 25 years of management training expertise into clear, actionable steps to start taking today.

The next step in personal effectiveness, by the acclaimed author of *The Accidental Creative* and *Die Empty*. There has never been a better time to build an audience around your idea or product. But with so many people and companies clamoring for attention, it's also more challenging than ever to do work that deeply resonates with the marketplace and creates true and lasting impact. According to Todd Henry, the key to standing apart from the noise is to find your unique voice. Those who identify and develop their voices will gain more attention and wield more influence. But first they have to identify what they truly stand for, develop a compelling vision, and become masters of expressing their ideas in whatever media they choose. Henry offers strategies, exercises, and true stories that illustrate the five attributes of resonant work: • Authenticity: Uncover the narratives that are at the core of your personal and professional identity. • Uniqueness: Identify what makes your work distinct from that of others, and learn to creatively package and present your message. • Consonance: Cultivate internal consistency and harmony in your work. • Empathy: Listen to your audience's aspirations and struggles to make your message more compelling. • Timing: Learn how to coordinate your work with ideas that already have cultural momentum. Making your work speak is a life-long process of trial, error, and realignment. Henry's book will help readers build a body of work that resonates deeply and achieves lasting impact.

Includes information on Alcoholics Anonymous, al Qaeda, Amazon, Animal Liberation Front, Apaches, eBay, General Motors, Goodwill Industries, Google, Grokster, Kazaa, music piracy, Napster, P2P (peer to peer) services, Quakers, record industry, U.S. Suprem

Andy Grove, founder and former CEO of Intel shares his strategy for success as he takes the reader deep inside the workings of a major company in *Only the Paranoid Survive*. Under Andy

Grove's leadership, Intel became the world's largest chip maker and one of the most admired companies in the world. In *Only the Paranoid Survive*, Grove reveals his strategy for measuring the nightmare moment every leader dreads--when massive change occurs and a company must, virtually overnight, adapt or fall by the wayside--in a new way. Grove calls such a moment a Strategic Inflection Point, which can be set off by almost anything: mega-competition, a change in regulations, or a seemingly modest change in technology. When a Strategic Inflection Point hits, the ordinary rules of business go out the window. Yet, managed right, a Strategic Inflection Point can be an opportunity to win in the marketplace and emerge stronger than ever. Grove underscores his message by examining his own record of success and failure, including how he navigated the events of the Pentium flaw, which threatened Intel's reputation in 1994, and how he has dealt with the explosions in growth of the Internet. The work of a lifetime, *Only the Paranoid Survive* is a classic of managerial and leadership skills.

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